

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE
Meeting Date: May 11, 2017**

MINUTES

1. CALL TO ORDER: 6:55 p.m. by Andrea Marr

Present: Kathleen Eric, Andrea Marr, Jason Komala, Chrystal Swope, Irma Ramirez, Monica Morita and alternate Frank Gutierrez

Absent: Tracy Taber, Anthony Manrique, Charlene Ashendorf and Rocky Evans

Staff Present: Ashley Ocasio, Justin Martin

Council Member Present: Mayor Katrina Foley

2. APPROVAL OF MINUTES April 13, 2017 meeting minutes

Andrea made a motion to approve the minutes as corrected; seconded by Chrystal; the vote passed unanimously.

3. PUBLIC COMMENT

A. A staff member from Vanguard University was present to learn more about the Committee and see how he could become more involved to engage the students at Vanguard University.

4. OLD BUSINESS

A. Youth Art Gallery (YAG)

1. Andrea spoke on the current display by Back Bay High School for May & about the upcoming Boys and Girls Club display in June.
2. Ashley gave an update pertaining to the upgraded gallery wall background. Stated that sample quotes will be provided at the next meeting.
3. Mayor Foley asked staff to please send the calendar listing scheduled participants to the Committee.

B. "The Exhibit" at the Senior Center

1. Andrea shared Charlene's notes about the current exhibit artwork on display that focuses on Alzheimer's & also of the pending photography exhibit by Byron de Arakal.

C. Directory of the Arts

1. Jason shares update of the more than 30 current artist entries.
2. Justin recommends that everyone on the committee complete an application to be included in the directory.
3. Conversation about the website is shared and Irma mentions the links online may be broken.

4. Jason mentions that he, Charlene & Irma (via phone) met to discuss an action plan for gaining participants & to utilize Yelp to find more artist contact information.
5. Mayor Foley recommended that the sub-committee may think about utilizing business license listings that pertain to arts businesses within the City. She also spoke about the Gray Matter Museum as a site to be contacted.
6. Justin mentioned to utilize the artists featured at the Senior Center.

D. Art in Public Places – Utility Box Art

1. Frank mentioned that Tracy is still waiting for follow-up on the CMHS design.
2. Frank spoke about strong potential for further implementation on the Westside; and mentioned businesses like Hurley and Big Belly Deli as potential sponsors.
3. Andrea spoke about the current phase plan & finishing those boxes before selecting additional locations.
4. Mayor Foley recommended Adams Avenue as a great location for multiple boxes.
5. Andrea asked staff to please bring back the previous phase/location presentation along with new artwork & locations for consideration.
6. Frank made mention about five (5) boxes recently completed by the Sanitary District.
7. Ashley mentioned that the Historical Presentation Committee's box design & location are set & also that the Goat/Donut design box will go on 19th Street.
8. Ashley displayed an additional piece of art for consideration, which was submitted by Ben Brough. The committee liked the design but asked for portions of it to have color added so it would stand out more and not attract graffiti.
9. A motion was made by Jason to accept the artwork with additional color. The motion was seconded by Monica. The vote passed unanimously.
10. Frank spoke about the sponsorship opportunities for this program & how it is going overall.

E. Bark Park Storage Facility Mural Project

1. Ashley spoke about the completion of the mural project and invited committee members to attend final days of touchup painting on 5/12/17 at 10:30am. There would be filming and interviews as well.
2. The Committee all spoke favorably about the enhancement that the mural has made to both the building facility and to the park itself.
3. Staff thanked the sub-committee for their dedication to this length project.

F. ACTION Arts in the Park

1. Andrea spoke about the event and its many programming details. She mentioned and thanked the event sponsors, NMUSD, and the participating artists. She also mentioned increasing marketing to increase attendance

for future years. Andrea also spoke about the event expense and sponsor income and then finished by showing the Daily Pilot's event article.

2. Frank spoke about the idea of having Hurley as a potential sponsor and potentially using their campus. Discussion followed about knowledge and experience of past events being held at Hurley, and that the venue is likely not large enough. Further discussion involved potentially seeking a stronger sponsorship from VANS since they are relocating back to the City.
3. Chrystal spoke about the success of the skate competition, with more than 50 skaters participating across many categories. She mentioned that the participants all had great comradery.

G. Fifth Floor Lobby Art Display

1. The group was presented with two dates for an opening reception and selected Tuesday, May 20th, from 5pm-6pm.
2. Chrystal made a motion to spend up-to \$200 on the event for food/beverage and other supplies. The motion was seconded by Andrea and passed unanimously.
3. Comments were made by Frank about being prudent and not overspending, which he based upon past experience.
4. Mayor Foley requested that a flyer be made.
5. Frank made mention of the possibility of engaging local business in the future.

H. CAC Grant Program

1. Jason spoke about the newly completed grant application and the group reviewed it
2. Details include: August 20th for the first application review date; groups can apply once every 2 years for consideration.
3. Ashley stated that the application will be posted online soon.

5. NEW BUSINESS

A. ARTventure

1. A sub-committee was formed and includes: Andrea, Chrystal, Irma and Monica.
2. Discussion took place regarding increased participation by the entire Committee as being important and necessary and that presence at the event should include docent tours, assistance with set-up and clean-up, networking at the opening reception and assistance with the many planned activities throughout the entire weekend.
3. Mayor Foley made mention of the idea of engaging the NMUSD Arts Commission.

6. COMMITTEE COMMENTS

1. Kathleen spoke about and displayed the recent 'Capital of Cool Article' that was printed in the local Current Newspaper.
2. Frank mentioned a show at the Latin American Museum of Art in Long Beach, and for the Committee to think about ideas for partnering with a similar large organization in the future.
3. Monica encouraged members to attend the South Coast Plaza art event, Imagination Celebration, which features student art.
4. Andrea spoke for Charlene and mentioned many upcoming arts related events. She also spoke about compiling a list of art events to disseminate to the public and of an arts newsletter as a long-term project idea. She also spoke of the upcoming NMUSD job fair and then thanked the groups for their involvement and thanked staff as well.

7. COUNCIL/STAFF COMMENTS

1. Mayor Foley mentioned that the Committee will now do an annual presentation to the Council, scheduled for March 2018. She also mentioned: the idea of bringing back the 'Signs of Support' program, featuring the Committee's successes and programs in a future Recreation Guide, a potential long-term project of a coffee table book related to Costa Mesa artwork and beginning the conversation pertaining to sculptures, maybe goats or paint palettes in the new Lions Park Projects. She closed her comments by highlighting the upcoming Mayors Charity Ball on June 9th: www.artofleadershipcelebration.com
2. Ashley thanked the Committee for their dedication and hard work.
3. Justin thanked the Committee and mentioned that the programs and events hosted and planned by the Committee require much dedication and that while staff are openly willing and available to assist with the group's endeavors, their buy-in is integral to the success of everything they touch.

8. ADJOURNMENT

Meeting adjourned at 8:35 p.m.

Next meeting: Thursday, June 8, 2017 at 6:45 p.m. in 1A City Hall