

*CITY OF COSTA MESA*  
**CULTURAL ARTS COMMITTEE**

*Minutes for Thursday, January 13, 2011*

**Present:** Frank Gutierrez, Kathleen Eric, Monica Morita, Tony Manrique, Barbara Steck, Jessica Brunner, Craig Beauchamp, Debora Wondercheck and Jeffrey Harlan

**Absent:** Council Member Bever, Ryan Baron, Nancy Clark, Kathleen Eric, Caryn Kallal, Irene Engard, Beverly Walker, Eddie Iniestra

**Staff/Council Present:** Lisa McPherson

**1. CALL TO ORDER**

Frank called the meeting to order at 6:54 pm.

**2. APPROVAL OF DECEMBER 9, 2010 minutes**

Motion to approve the minutes was made by Tony and seconded by Barbara; passed unanimously.

**3. PUBLIC COMMENT – None**

**4. AGENDA ADDITIONS – None**

**5. OLD BUSINESS**

**Subcommittee Reports**

**A. Artist Showcase XIV**

- The Committee approved the flyer with the modification “Free Admission” will be popped out.
- The showcase will be housed in the lobby and 2 adjacent rooms at the Whittier Law School on 3/12 from 6-9pm
- Lisa will email the final version to the Committee, Artist Directory and post it on the City’s Website and Facebook page.
- 100 copies of the event flyers will be provided at the Feb meeting for distribution by the committee members
- Artist Call Out will be sent out January 25
- Jeff will contact KUSC for the possibility of free promotion. KUSC has been receptive to community events
- Fee or % per piece of art sale will be discussed at the Feb meeting
- At the showcase, collection of email addresses will be utilized for an impending survey. The survey would provide data to promote arts or key demographics. Jeff and Jessie will collaborate together on the survey’s contents

**B. Artist & Gallery Association Directory**

- Lisa will speak to the IT staff on creating the webpage possibly targeting the March/April timeframe.

**C. Sponsorship**

- Tony will provide the copy
- Email blasts will be sent to the artists to solicit them to sponsor and/or locate additional sponsorship opportunities
- Barbara will provide a vase at the Artist Showcase XIV for donation collection

**D. Artist Showcase Phase II**

- Tabled to February's meeting
- Barbara plans to email the people organizing the Vaudeville event

**E. FEAST Event**

- Sub-Committee is still researching, Jessica will follow up with Ashley
- Jeff will confirm the usage of "FEAST", it may be a trademark infringement

**6. NEW BUSINESS**

OC Art Program

- No Report

Subcommittee Duties

- Have been assigned as follows
  - Artist Showcases (everyone)
  - Art in the Park (everyone)
  - Fundraising/Sponsorship (Frank, Kathleen, Ryan, Craig)
  - Special Events (Jessica, Jeff, Monica, Barbara, Caryn)
  - Marketing and Promotions (Debra, Jessica, Tony)
  - Strategic Planning (Barbara, Jeff)

2010 Accomplishments and 2011 Goals

**2011 GOALS/OBJECTIVES:**

1. Implement and maintain an Artist and Gallery Association City Website Web page (located on Cultural Arts Committee City Webpage)

- Directory of Costa Mesa Artists (Free Membership- includes artist name; art media; email address and website info)
- Networking opportunities for Costa Mesa Artists (meet & greet mixers at CM galleries)
- Directory map of Costa Mesa Galleries and event advertisement

- Networking opportunities for Costa Mesa Gallery owners (meet & greet mixers at CM galleries)
2. Continue to obtain Sponsorship donations
  3. Implement “Food and Art” related event
  4. Create a Sub-Committee to oversee displayed art in the City Hall Youth Art Gallery
  5. Conduct 2 Juried Artist Showcases and Art in the Park
    - Incorporate Performing Art at each Artist Showcase
    - Provide a Art Broker to sell Art at Artist Showcases
    - Integrate local businesses and galleries involvement in each Artist Showcase and Art in the Park
  6. To obtain measurable achievements (i.e. surveys)
  7. Staff Liaison continues to monitor and promote upcoming Committee and CM Gallery/Artist events on Facebook page.

### ***LONG TERM***

1. Permanent Art Gallery to display art work of Costa Mesa artists
2. Provide City Council with advice relative to issues relating to Cultural Arts

### **2010 ACCOMPLISHMENTS**

#### 1) Artist Showcase

- Artist Showcase XIII was held at Whittier Law School (3333 Harbor Blvd) on Saturday, March 13 from 6-10pm. All art was juried and 40 artists exhibited juried selected piece(s) (72 pieces shown) of art. A featured artist was selected to use their art piece as the graphics for the flyer and allowed to display all three submitted pieces. Mesa Art and Engard Arts displayed pieces. The venue and water were donated. eVocal entertainment was utilized. Over 300 people visited the showcase.
- Over 300 artists are emailed on upcoming Artist Showcases
- Fifteen new artists were selected to show art pieces.

2) Sponsorship program was approved by the Community Foundation to assist in offsetting future events and projects cost. Brochure was designed and distributed.

3). Provide four “Art in the Park” events during the Summer Concerts in the Park series. Donated face painting, craft supplies and paints for each of the four concerts. Mesa Art donated 4 four x four display boards for participants to paint; design was created by SOY participants. Hurley donated T-Shirts for participants to purchase for \$5 to paint; \$470 was raised.

4) Cultural Arts Committee Facebook page promoted Vanguard University Theatre and Arts & Learning Conservatory productions, Engard Arts and Mesa Arts openings, Art in the Park and Artist Showcase XIII.

5). Youth Art Gallery booked for entire year

- Committee modified the 2010 Accomplishments and 2011 Goals with two changes
- Under Goal section; for Goal #3 replace “FEAST” with “food and art”
- Under Accomplishments; for Accomplishment #2 replace “disturbed” to “distributed”
- To access measurability of achievement, the committee will focus on the results
- Lisa will provide the status of the committee’s financials at the next meeting

Art in the Park – Tabled

## **7. COMMITTEE MEMBER COMMENTS**

- Jessica Brunner informed the committee about the upcoming performance, Tango Buenos Aires, at the newly named Segerstrom Center for the Arts.
- Tony Manrique promoted the Vienna Boys Choir
- Debora Wondercheck provided the dates (3/18-3/19) to the upcoming Star Wars/Return of the Jedi performance at Vanguard University

## **9. COUNCIL/STAFF COMMENTS**

- None

## **10. ADJOURNMENT**

- Meeting was adjourned at 8:25 pm

**Next Meeting:** Thursday, February 10, 2011 at 6:45pm located in City Hall Conference Room 1A