

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, February 10, 2011

Present: Irene Engard, Monica Morita, Tony Manrique, Barbara Steck, Jessica Brunner, Ryan Baron, Nancy Clark, Kathleen Eric and alternate Debora Wondercheck

Absent: Council Member Bever, Frank Gutierrez, Caryn Kallal, Beverly Walker, Eddie Iniestra and alternates Jeffrey Harlan, Craig Beauchamp

Staff/Council Present: Lisa McPherson

1. CALL TO ORDER

Lisa called the meeting to order at 7 pm.

2. APPROVAL OF JANUARY 13, 2011 minutes

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

3. PUBLIC COMMENT – None

4. AGENDA ADDITIONS – None

5. OLD BUSINESS

Subcommittee Reports

A. Artist Showcase XIV

- 42 artists will be juried. 16 of the 42 are new artist. 15 of the 42 are from Costa Mesa – 117 total submittals
- Lisa will notify the chosen artists after Feb 22
- Media ranges from chalk to watercolor to bronze, metal and granite sculpture
- The venue comprises the foyer and 2 mock court rooms-closer than last time
- Committee duties assigned and noted by Lisa.
- Kathleen, Monica and Irene will jury.
- We will spend \$350 on food, \$400 on wine (3 cases red, 2 cases white), \$150 on entertainment (Paul McIntyre – electric violinist – friend of Irene) a total of \$900
- Nancy is getting a water cooler donated and providing 2 volunteers
- Eddie will DJ in between music.
- We would like to get sponsors for all these costs in the future
- Commissions is 25% - 10% to Irene, 15% to the committee – the artists seem very supportive of this.

B. Marketing/Promotions

- Artist Showcase XIV
 - Jessie already confirmed the Daily Pilot will include as Best Bet in calendar
 - Jessie will draft press release when all details are confirmed and distribute it to local media
 - Various committee members will distribute posters/fliers around the city
 - SC Metro – Jessie
 - SoBeCa – Monica
 - North CM – Irene
 - Schools – Debora
 - Kathleen and Frank – Westside CM
- Artist & Gallery Association Directory
 - The City is looking to possibly outsource the IT department, until a decision is made all website projects are on hold.
- Debora is working on getting the OC Art Institute to design a new logo

C. Sponsorship/Fundraising

- Tony drafted a great letter – we will pass around through email for editing

D. Special Events

(SUN) “Vaudeville” Event

- Barbara met with organizers and things are looking good!
- Permits secured, etc., shuttle will run for OCC and Fairgrounds
- Event will be Friday and Saturday, Sept. 9 – 10
- SUN is waiting to confirm bands which will help determine admission cost
- We are promised a tent where we would like to display local artists (# depends on space) – possibly juried – possibly charge a hanging fee
- We should have an update next month.

FEAST Event – Tabled

6. NEW BUSINESS (*None or discussed*)

- OC Art Program – No report

- 2010 Accomplishments and 2011 Goals - Barbara made a motion to approve the goals and accomplishment, seconded by Tony; passed unanimously.
- Art in the Park
 - Lisa informed the Committee that concerts would be held on Tues July 5-Aug 2 at Fairview Park from 5:30-7:45pm.
 - Monica motioned to provide \$500 for face paints and crafts, seconded by Debora; passed unanimously.
 - 4 bands booked by promoter, final concert is local band Dan Krikorian
 - We need to find a different kind of paint for the T-shirts
- Youth Art Gallery
 - Segerstrom Center for the Arts working to arrange a month for display

7. COMMITTEE MEMBER COMMENTS (*by who and what*)

- Jeff (in abstentia) – Community Foundation wants to ask Hurley to sponsor one of the concerts
- Debora – Arts and Learning “Return of the Jedi” performance March 18 – 19 at Newport Mesa Church next to Vanguard
- Irene – Celebrating Irene at Artist Eye Gallery in Laguna Beach Feb. 26 – 4 to 6 p.m.

8. COUNCIL/STAFF COMMENTS (*by who and what*)

- None

9. ADJOURNMENT

- Meeting was adjourned at 8:27 pm

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