

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, March 10, 2011

Present: Frank Gutierrez, Beverly Walker, Eddie Iniestra, Irene Engard, Monica Morita, Tony Manrique, Jessica Brunner, Ryan Baron, Kathleen Eric and alternate Jeffrey Harlan, Craig Beauchamp and Debora Wondercheck

Absent: Council Member Bever, Nancy Clark and Barbara Steck

Staff/Council Present: Lisa McPherson

1. CALL TO ORDER

Frank called the meeting to order at 6:49 pm.

2. APPROVAL OF FEBRUARY 10, 2011 minutes

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

3. PUBLIC COMMENT – None

4. AGENDA ADDITIONS – None

5. OLD BUSINESS

Subcommittee Reports

A. Artist Showcase XIV

- Monica, Eddie, Irene and Frank will be there for artist check-in/set up
- Frank and Eddie will bring the easels in by 4 p.m. at the latest
- Art arrives between noon and 2 p.m.
- Kathleen's husband will photograph event
- Artists are bringing their pedestals
- We have to collapse and reset Whittier tables at the beginning and end of event
- Duties:
 - ID check: Craig (with laptop) and Kathleen (arrive at 5:30 p.m.)
 - Lisa: pick up food at 4:30 p.m. and bring wine (saved \$100 at BevMo!)
 - Jessie and Bev: bartenders (2 drink limit/ Bev brings tip jar)
 - Irene: cashier's table, sign in and out artists, bring tags, and cleaning supplies
 - Monica will collect and type email list
 - Nancy: water and three volunteers
 - Tony and Debora: clean up

B. Marketing/Promotions

- Artist Showcase XIV
 - Jessie wrote release and sent to media
 - Team distributed posters around town
 - Frank met with Paulette from CM Visitor's Bureau – she's coming to the event
 - Want to tie in CAC to hotels, restaurants and boards
 - Interested in Vaudeville festival
 - Event at Noguchi Gardens
 - Looking for hotel sponsorship
- Artist & Gallery Association Directory
 - Wait for things to settle down at City Hall – six months

C. Sponsorship/Fundraising

- Tony wrote great letter and others edited
- We plan to mail letter out with sponsorship packet to prospects
- Jeff suggests including info about our accomplishments to it is more than a good will donation → why should people sponsor us?
- Ryan pitched his realtor
- Frank added link to his website
- Craig suggested giving out logo to corporate sponsors for them to show how they support us

D. Special Events

(SUN) "Vaudeville" Event

- We should have an update next month.

FEAST Event

- Jeff will check in with Caryn and will contact FEAST about using the name
- More at next meeting

6. NEW BUSINESS (*None or discussed*)

- OC Art Program
 - Remove from agenda → Irene has heard nothing from Arts OC
- Art in the Park
 - Monica moves (Craig seconds) we spend an additional \$100 on face paints
 - Community Foundation is working with Hurley on potential sponsorship and support of T-shirt painting again (paints and shirts)
 - We have good pictures from last year to use for advance stories
 - SOY will be at all concerts – Eddie made new stencils
 - We should try to get into OC Weekly's summer to-do issue
 - Ask Hurley to donate blank skateboard to be decorated and auctioned
- Youth Art Gallery

- Debora will check in with Waldorf School
- April is Estancia HS
- SOY and SCFTA have holds for future months

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

- Ryan suggested trying to partner with NBFF as they have had to move outside Newport; Jessie will talk to Cheri about this
- Eddie: Soy Fundraiser at Taco Rose April 7 → will email the invite
- Debora: Arts and Learning presents Return of the Jedi March 18 – 19
- Irene: April 2 – vowels show at Whittier

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

- None

9. ADJOURNMENT

- Meeting was adjourned at 8:08 pm

Next Meeting: Thursday, April 14, 2011 at 6:45pm located in City Hall Conference Room 1A