

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday May 13, 2010

PRESENT: Frank Gutierrez, Barbara Steck, Beverly Walker, Monica Morita, Jessica Brunner, Kathleen Eric, Caryn Kallal, Tony Manrique (alternates) Craig Beauchamp, Aida Shabani and Deborah Wondercheck

ABSENT: Ryan Baron, Irene Engard, Nancy Clark and Council Member Foley

COUNCIL/STAFF: Lisa McPherson and Jana Ransom

1. CALL TO ORDER

Frank called the meeting to order at 6:46 p.m.

2. APPROVAL OF April 8, 2010 minutes

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

3. PUBLIC COMMENT

Costa Mesa resident Jeff Harlen discussed the May 11 City Council Study Session Agenda Item in which a new monument for the 19th St./55 median was discussed. The OCTA has designated \$500,000 to the project, though it must be returned if the structure isn't built. The Committee reviewed proposed concepts from an outside engineering firm. Jeff proposed hosting a design competition and using the space for something meaningful and of value with an artistic aesthetic – not simply a logo. Jana suggested drafting a letter to the City Manager asking for the Committee to get involved in the project.

4. AGENDA ADDITIONS

Jana informed the Committee that no General Funds will be allocated to the Committee for events; the Committee must use the Sign of Support funds. Also, Frank submitted a flow chart detailing the structure of the Committee and the goals of the various subcommittees as well as how we can sell art.

5. OLD BUSINESS

Subcommittee Reports

A. Art at the Park (Summer Concerts Series) (Subcommittee's report)

- A motion to purchase up to \$500 of crafts for the Concerts was made by Barbara and seconded by Tony; passed unanimously.
- Frank and Brett will work together to research cost of canvases/paints and find out how much funding will be needed to do a collaborative live

painting (theme is Music) during the concert series. One or two 4x8' canvases (\$150 each from Mesa Art & Framing) which will be stapled to some kind of frame for easy removal during the end of each concert. The Committee discussed raffling off the piece.

- Frank said he will keep the art week to week and help set up.
- Bev will put out the “Call to Artists” but someone will have to take over management of the artists because Lisa is busy organizing the concerts.
- The following Committee members committed to working the CA booth:
 - July 6 – Craig; Tony; Jessica; Frank
 - July 13 – Craig; Bev
 - July 20 – Kathleen; Deborah
 - July 27- Caryn; Deborah

B. Sponsorship (Subcommittee report)

- Pamphlets were passed out to the Committee and are available at Community Centers, City Hall, City Libraries, City’s Website and Facebook. Committee members will begin to obtain donations.
- The Committee will disperse flyers and be sure to hand them out at the summer concerts.
- It is critical to obtain sponsors since no General Funds will be allocated and once the Sign of Supports funds are used, they are not replenished.

Youth Art Funding

- Jessica reported on her research regarding the needs of NMUSD (instruments, teacher training, art supplies, etc.) should sponsorship money come available for such purchases.

C. Selling Art and Images

- The Committee discussed selling art at Artist Showcases and Artist donated reproduced digitally images:

Selling Art:

- Mesa Art and Framing (or Engard Arts) would serve as an Art Broker
- 50% Artist share; 35% or 45% CA Sponsorship share; 15% or 10% Art Broker fee
- Art Broker will have a special receipt; pay Artist and write a check to the Community Foundation for Sponsorship percentage received at the Artist Showcase event.

Selling Images:

- Artist can donate an art piece(s) that will be reproduced digitally; the donating artist will sign a contract authorizing the Committee to sell the reproduced piece with all proceeds going towards the Sponsorship program. The Committee suggested the addition of a clause regarding how and in what medium the image will be reproduced.
- Craig will look over the contract and bring legal changes to the June meeting.
- A portfolio of images will be available for potential buyers to order the piece from Mesa Art
- Mesa Art will charge the buyer for material cost plus a percentage (i.e. 50%) for the image
- Mesa Art will have a special receipt and write a check to Community Foundation for image percentage amount

D. OCSL “Summer Art” event to Aug 7 at Volcom private Skatepark

- Barbara will contact Council Member Foley to find out more about the event and provide Lisa with the information for the June meeting.

E. Mural Art Project (Subcommittee report)

- Caryn made a motion to remove the item from the agenda, seconded by Tony; passed unanimously.

F. TeWinkle Park Athletic Sports Complex Sculpture

- Jana informed the Committee that the City is looking into privatizing the TeWinkle Athletic Sports Complex.
- Monica made a motion to remove the item from the agenda and to add the 19th Street Public Art project to New Business for the June meeting; seconded by Beverly; passed unanimously.
- Monica will work with Jana on drafting a letter to the City Manager asking for the Committee to get involved in the project.

6. NEW BUSINESS

- FEAST Event– *Caryn will bring more information to the June meeting.*

7. COMMITTEE MEMBER COMMENTS

- Barbara informed the Committee that the Costa Mesa Library Design Concept meeting will be on May 15 from 3-5pm at NCC.
- Deborah informed the Committee that the Waldorf Spring Concert will be on May 27 at 7pm at Saint Andrews.
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8. COUNCIL/STAFF COMMENTS

None

9. ADJOURNMENT

- Meeting was adjourned at 8:20 pm

Next Meeting: Thursday, June 10, 2010 at 6:45pm located at City Hall Conference Room 1A