

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, December 9, 2010

PRESENT: Frank Guterrez, Ryan Baron, Caryn Kallal, Monica Morita, Tony Manrique, Barbara Steck, Jessica Brunner and Eddie Iniestra

ABSENT: Council Member Foley, Nancy Clark, Kathleen Eric and alternates Craig Beauchamp, Debora Wondercheck and Jeffrey Harlan

COUNCIL/STAFF: Lisa McPherson

1. CALL TO ORDER

Frank called the meeting to order at 6:51 pm.

2. APPROVAL OF NOVEMBER 18, 2010 minutes

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

3. PUBLIC COMMENT

David, an 8th grader from a Santa Ana school, joined to earn his Boy Scout communications badge.

4. AGENDA ADDITIONS

Barbara drafted a Sub-Committee duties outline. Frank made a motion to put it on New Business to discuss, seconded by Tony; passed unanimously.

5. OLD BUSINESS

Subcommittee Reports

A. Artist Showcase XIV

- The Committee reviewed the flyer; Lisa will email the final version to the Committee, Artist Directory and post it on the City's Website and Facebook page.
- The Committee discussed the layout of the venue.
- Eddie promised four volunteers.
- Irene will book the library foyer with two rooms: very close to the parking lot and easy access.
- Bar tip jar money goes back to committee, not the bartender.

B. Artist & Gallery Association Directory

- The Committee reviewed a webpage draft Jessica created. Lisa will speak to the IT staff on creating the webpage. Lisa will create a form for artists to complete and submit for the directory using the artists showcase form. The Sub-Committee will be in charge of authoring the artist submissions.
- We will limit to Costa Mesa artists – the chosen artists will have their information and 3 images displayed on the Cultural Arts Artist Directory webpage.

C. Reproduction of Art Images

- Ryan did a little legal research and confirmed that the artist will still possess exclusive rights to the image even if s/he donates the work to the committee for resale. It's just like buying a book. All we own is the painting itself and without a license agreement we cannot reproduce the image. We will need to draft up a couple basic license agreements to cover donation – one for the artist who allows us full rights to use the image and another variation for

those

who want royalties, express permission beforehand, etc.

- We have decided to use Frank as a broker to avoid legal/financial issues with the City – he will assume all liability.
 - Frank will sell art then cut a check to the Community Foundation for the net proceeds.

D. Sponsorship

- Frank talked to Ed Fawcett from the CM Chambers and Frank will be able to speak at meetings; also he will get in touch with Paulette Lombardi with the CM Conference & Visitor Bureau about putting our artists' images in local hotels and businesses, where we can potentially sell the art as well.
- Ryan delegated the sponsorship letter to Tony. Tony will draft a letter for the January meeting.

E. Artist Showcase Phase II

- Tabled to January meeting

F. FEAST Event

- Based on the CAC's mission statement we would like to move forward with a FEAST-like event (regardless of name) and are shooting for April or May.
- Attendees would pay \$15 - \$20 for dinner and a ballot, which they would cast after artists present their proposed art project (we would jury down to 3 or 4 proposals).
 - The winner receives the proceeds from that night and presents piece at next event
- Frequency TBD – Lab/Camp suggested as potential venue based on a partnership with SoBeCa.
- Jessie will get in touch with Ashley Eckenweiler to ask about ideas/potential partnerships.

6. NEW BUSINESS

OC Art Program

- No Report

Subcommittee Duties

- Barbara created an excellent template listing subcommittees and their duties – adds much needed structure in time for January meeting on progress and goals

Sub-Committee Descriptions & Responsibilities

ARTIST SHOWCASES

- Call for Artists
- Pick art for flyer
- Selection of Venue
- Exhibition space layout
- Catering
- Entertainment

ART IN THE PARK (held in conjunction with Concerts in the Park)

- Four Tuesdays in July
- Contact artists
- Determine and order supplies needed
- Recruit volunteers to work the venue

FUNDRAISING

- Pursue sponsorships (levels outlined in brochure)
- Miscellaneous donations
- Meet with potential corporate and private sponsors
- Partner with art departments at local schools
- Sale of art image reproduction

SPECIAL EVENTS (FEAST and SUN would be under this committee)

- Work with entities wishing to partner with CAC for arts-related events held in Costa Mesa
- Pursue various avenues for single events

MARKETING & PROMOTION

- Send press releases for all CAC events
- Attend Chamber functions to promote events
- Distribute flyers and other marketing materials
- Be sure websites, Facebook pages, etc. have all current event information
- Create and update Artist & Gallery Association Directory
- Carry out any other functions necessary to promote CAC events

STRATEGIC PLANNING

- **Meets once a year in October**
- **Presents for approval an outline of proposed plan for coming year**
- **Researches ideas for new events**
- **Offers ideas for possible improvement of ongoing events**

- We discussed each subcommittee having a chair and the chairs form a steering committee
- People can join more than one subcommittee
- Ensure someone is always available to report
- Everyone is suppose to think about what subcommittees they want to join

7. COMMITTEE MEMBER COMMENTS

- Irene has a show at Whittier on Jan. 22

9. COUNCIL/STAFF COMMENTS

- None

10. ADJOURNMENT

- Meeting was adjourned at 8:13 pm

Next Meeting: Thursday, January 13, 2011 at 6:45pm located in City Hall Conference Room 1A