

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

Thursday, August 13, 2009 at 6:45 p.m.

MINUTES

1. CALL TO ORDER at 6:47pm by Frank

Present: Frank Gutierrez, Caryn Kallal, Monet Quick, Ryan Baron, Tony Manrique, Irene Engard, Monica Morita and (alternate) Barbara Steck

Absent: Kathleen Eric, Nancy Clark, Beverly Walker, and (alternate) Aida Shabani

Staff Present: Lisa McPherson and Jana Ransom

Council Member present: Katrina Foley absent excused

2. APPROVAL OF MINUTES

Minutes of July 9, 2009 approved by Ryan second by Monet, unanimously approved

3. AGENDA ADDITIONS

None

4. PUBLIC COMMENT

Pablo Martinez, resident of Costa Mesa for 3 years, who lives on Fairview, inquired if the Committee had any ideas on how they could improve the unsightly graffiti along some walls behind the liquor store at Baker & Harbor.

Monet mentioned putting up “good art” because in her experience “good art” is usually left alone. Frank mentioned putting the art on canvas and not directly on the walls. Jana mentioned a successful project she operated for the City of Long Beach that incorporated young people arrested for unlawful graffiti doing murals. Frank mentioned that, aside from the positive aesthetic benefit, the cost of a mural art project might be considerably less, over time, than the cost of continuously re-painting or covering up unlawful graffiti.

Mr. Martinez was thanked for his input and the Committee will put the possible project of Mural Art on the September agenda for further discussion.

Tara Zelmer from Yogaworks offered to host Artist Showcase XII on Sat, Oct 10. Yogaworks is located across from Triangle Square and has hosted large events that include food and entertainment. Lisa has visited Yogaworks and feels the venue would work well. The Committee thanked Tara. Irene made a motion to accept the offer to host the Showcase; 2nd by Monica and unanimously approved.

5. OLD BUSINESS

A. *Artist Showcase XII on Sat Oct 10*

- Venue will be Yogaworks, located on the 2nd floor in the shopping center across from Triangle Square.
- There is a balcony area for a band or DJ.
- There is an elevator for ADA access.
- There is a room available to store art on Oct 10 from 10 am to 2 pm as it is dropped off by the artists.
- There are 3 rooms (two of them large) for showing the art (on easels only).
- There is a large restroom.
- Yogaworks will help promote the Showcase via an email newsletter that goes to 5,000 people and a partnership with Ocean magazine
- Serving food and alcohol is fine.
- Entertainment was discussed (a roving saxophone player, DJ or other live music).

Upon inquiry from Committee members, Lisa reported on the FY 09-10 budget. The Committee received \$4,800 (City's general funds) which \$300 used for membership to the Arts Association leaving \$4,500 to be used for three events: 1) Oct 10 showcase, 2) March 13, 2010 showcase and 3) June 12, 2010 Day of Art. Budget is divided \$1,500 for refreshments, \$1,500 for advertisement, \$1,500 for entertainment as well as \$22,554 left in the Signs of Support funds.

Discussion followed on whether to print postcards or rely strictly on E-Card, with Committee favoring E-Card and 100 posters (11X17).

Motion made by Monica to allocate 2 hours at \$55/hour to Paul Rivera (artist who has successfully designed numerous postcards for past Showcases) for initial design of artwork for E-Card based on art by artist Henry Daniel Blackwell. If needed Artwork could be given to Frank in a "working file" vector format to enable easy modifications. Motion was then amended by Monica to add \$50 additional funds for printing of 100 11X17 posters; 2nd by Irene; unanimously approved.

Discussion followed on type and amount of food to serve. Committee favors using a Costa Mesa vendor if at all possible. Frank agreed to talk to the owner of Baja Fish Tacos and report back to the Committee at the September meeting. Motion made by Caryn to approve an amount of up to \$300 for food; second by Barbara; motion unanimously approved.

Lisa will be in contact with Tara to ask her to look into refreshments and entertainment since Tara has worked with vendors on other events hosted at Yogaworks. Lisa or Tara will report to Committee at the September meeting.

B. *Day of Art June 12, 2010*

Frank read a statement from Aida that incorporated suggestions and input from the “Day of Art 2010” subcommittee regarding 1) common hours; 2) common signage; 3) possibility of having event over 2 days to provide more opportunities to visit all of the participating galleries; 4) having a “theme” for the Day of Art; 5) exploring the possibility of forming an Association of Day of Art participants that might provide a membership or participant fee to help with advertising, transportation and promotion to further develop the concept and expand the scope of the Day of Art.

There was also discussion that based upon the 2009 Day of Art; we should allot \$1,000 from our 2009 fiscal budget for advertising for the 2010 event.

C. *Sponsorship Levels*

Barbara presented a draft for the sponsorship program brochure/folder. The Committee expressed its thanks for her work and discussion followed as to how to move ahead with 1) having a brochure or folder designed and 2) how to accept any sponsorship monies that are generated.

Jana mentioned the possibility of having the Costa Mesa Community Foundation act as receiver of funds from sponsors since they are a 501(c)(3) non-profit organization.

Monica, and possibly Barbara, will attend the next board meeting of the Costa Mesa Community Foundation (August 25 at 4:30 pm in Room 5A of City Hall) to ask if the foundation would be willing to act as a receiver of funds for sponsorship donations made to the Committee. They will report back to the Committee at the September meeting.

Jana will talk to the City Finance department about the process and how to keep track of the sponsorships if they come in for different projects (i.e. Showcase, Day of Art, TeWinkle Sculpture).

D. *Artist Website Directory* – Tabled

E. *TeWinkle Park Athletic Complex Sculpture*

Monica has an updated RFP from Dennis Crane (artist) and she will email Lisa and Jana the RFP.

F. *Mesa Water Art Project*- Tabled

6. NEW BUSINESS

A. Auctions.

Frank defined this project as having artwork donated by Showcase artists, which the Committee would then auction to raise funds for Committee projects.

An issue may be on how to sell the art and accept payments. Jana and Lisa will check with the City about accepting money for auctioned art.

7. COMMITTEE MEMBER COMMENTS

- None

8. COUNCIL/STAFF COMMENTS

- None

9. ADJOURNMENT

- Meeting adjourned at 8:20 p.m.