

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

December 10, 2009

MINUTES

1. CALL TO ORDER at 6:51pm

Present: Frank Guterrez, Ryan Baron, Irene Engard, Beverly Walker, Monica Morita and Barbara Steck (alternates) Jessica Brunner and Craig Beauchamp

Absent: Kathleen Eric, Caryn Kallal, Monet Quick, Nancy Clark, Tony Manrique, Aida Shabani (alternate)

Staff Present: Lisa McPherson

Council Member present: Katrina Foley (*absent*)

2. APPROVAL OF MINUTES

Minutes of November 12, 2009 approved by Beverly seconded by Irene, unanimously approved

3. AGENDA ADDITIONS

None

4. PUBLIC COMMENT:

None

5. OLD BUSINESS

A. *Artist Showcase March 13 @ Whittier Law School*

- Lisa received the Artist wavier and passed around the poster for the committee's approval.
- Entertainment by Brett from eVocal
- Leadership Tomorrow will pick up/ set up and host the refreshment tables.
- Motion to approve the poster with changes(below) passed:
 - poster #1 with font from poster #2 (font matches sponsorship pamphlet)
 - Add "Law Court" to foster directions
 - Lisa will send PDF of poster with changes to committee
- We will park a car near the street with a sign for the Showcase and mount posters onto stakes to go along the walkways toward the cafeteria.

B. *Day of Art June 12, 2010 (Subcommittee report)*

- We need to get the word out earlier this time – include in the Recreation Guide
- Involve other venues (as long as they're arts-related)
- Discussed renting a school bus to shuttle people between galleries (NMUSD busses \$50/hr)
 - Add Day of Art magnetic banners
 - Sell ads to pay for bus fees
 - Partner with food service businesses near galleries to offer discounts with poster
- Discussed incorporating more performing arts into our events
 - Partnership with OCPAC
- Discussed a Day of Art at Noguchi Gardens with food/drink on Jerry's Famous Deli patio (or no food)
 - Working with Dianne Pritchett at South Coast Metro Alliance – she's very supportive
 - We want to have a CAC gallery this time

C. *Sponsorship Levels (Subcommittee report)*

- The pamphlet corrections were not completed and the pamphlet will be approved by the Committee at the January meeting
 - Barbara sent changes, but graphics dept. backed up
- Led to a discussion of subcommittee organization
 - Caryn, Barbara, Kathleen, Monica and Frank will head respective subcommittees
- Discussed having alternates assume regular committee position in April

D. Mural Art Project
Tabled

E. *TeWinkle Park Athletic Complex Sculpture*

- City Council need to approve the Sculpture
 - We hope to apply for grants through Community Foundation
- Jana and Monica will meet in January to discuss grants
- Frank would like to see an activity schedule (timeline) for next year
- Discussed that this is a good project for fundraising

F. *Auctions/Selling Art Images*

- Craig is researching legal ramifications
- It will have to be a quick action auction (same day) at Showcase

- We give publicity and recognition to artist donor (not a tax benefit to them)
- Check would be made to Community Foundation on behalf of Cultural Arts Committee
- We can preview art work on website
 - Normally only 1 – 2 pieces are sold per Showcase
 - Discussed auctioning limited number reproductions.

6. **NEW BUSINESS**

The Committee discussed their Goals/Objects as well as their budget needs for FY 10-11. Motion to approve the FY 10-11 Goals/Objects and Budget needs Unanimously approved

2010 GOALS/OBJECTIVES:

1. Implement and maintain an Artist and Gallery Association City Website Web page (located on Cultural Arts Committee City Webpage)
 - Directory of Costa Mesa Artists (Free Membership includes artist name; art media; email address and website info)
 - Networking opportunities for Costa Mesa Artists (meet & greet mixers at CM galleries)
 - Directory map of Costa Mesa Galleries and event advertisement (Membership fee to assist with Day of Art CM Gallery events)
 - Networking opportunities for Costa Mesa Gallery owners (meet & greet mixers at CM galleries)
2. Implement and maintain Sponsorship program through Community Foundation Committee
3. Pursue funding and partnership opportunities for Committee approved projects.
 - Mural Project program
 - TeWinkle Sculpture Program
4. Maintain Youth Art Gallery
5. Conduct 2 Juried Artist Showcases and 1 Gallery Showcase “Day of Art”
 - Incorporate Performing Art at each Artist Showcase
 - Implement live art auctions at Artist Showcases & Day of Art
 - Integrate local businesses and galleries involvement in each Artist Showcase
6. Staff Liaison continues to monitor and promote upcoming Committee and CM Gallery/Artist events on Facebook page.

LONG TERM

1. Permanent Art Gallery to display art work of Costa Mesa artists
2. Provide City Council with advice relative to issues relating to Cultural Arts

2009 ACCOMPLISHMENTS

1) 2 Artist Showcases and 1 Gallery Showcase “Day of Art”

- March 14 Artist Showcase was held at the God & Heros Salon (2991 Randolph Ave). All art was juried and 29 artists exhibited juried selected piece(s) (39 pieces shown) of art. A featured artist was selected to use their art piece as the graphics for the flyer and allowed to display all three submitted pieces. World Gallery, eVocal, Light Gallery and Mesa Art displayed pieces. The venue and water were donated. Over 300 people visited the showcase.
- June 13 was the first Gallery Showcase “Day of Art” This event replaced the summer Artist Showcase and was designed to make public awareness of the City’s galleries. The Committee created an electronic flyer (included - map of galleries and gallery information). Eighteen Costa Mesa galleries participated. The flyer was printed in the Daily Pilot prior to and on the day of the event.
- October 10 Artist Showcase was held at Yogaworks (1835 Newport Blvd). All art was juried and 26 artists exhibited juried selected piece(s) (54 pieces shown) of art. Whittier Law School Gallery, Showcase Gallery, Wyndham Gallery, eVocal, The Light Gallery, Mesa Art and Phil Roberts displayed pieces. The venue, ½ of the Entertainment cost and water was donated. Over 300 people visited the showcase.
- Over 300 artists are emailed on upcoming Artist Showcases
- Thirty new artists were selected to show art pieces throughout the series.
- To assist in free advertisement a Cultural Arts Committee Facebook page was created and monitored by the Staff Liaison.

2) Youth Art Gallery booked for entire year

7. COMMITTEE MEMBER COMMENTS

- Jessie offered Xanadu tickets

8. COUNCIL/STAFF COMMENTS

9. ADJOURNMENT

- Meeting adjourned at 8:13 p.m.