

CITY OF COSTA MESA

CULTURAL ARTS COMMITTEE

Minutes for Thursday, February 9, 2006 at 6:30 p.m.

1. **CALL TO ORDER** at 6:40 by Donna Robb
Members Present: Kathleen Eric, Caryn Kallal, Donna Robb, Frank Gutierrez, and Dennis Crane
Members Absent: Diane Doyle, Linda Garbett, Nancy Clark and Lillian Gorbaty
Staff Present: Lisa McPherson, Recreation Coordinator (covering for Jana) and Kim Brandt, Senior Planner
Council Liaison: Eric Bever, Mayor Pro Tem, present
Guest: Kelly, catering manager from Memphis Restaurant
2. **APPROVAL OF MINUTES:** Motion to approve minutes of January 12, 2006 meeting made by Frank Gutierrez and seconded by Kathleen Eric, passed unanimously.
3. **PUBLIC COMMENT:** None.
4. **OLD BUSINESS**
 - A. Artist Showcase
Catering Representatives from the Memphis Restaurant Group were present to discuss their providing food and wine. The following was determined
 - Light hors d'oeuvres for 300 guests
 - Budget - determined that a modest increase over the previous budget (\$1,200) was needed to cover the doubling in size of the event. A budget of \$1,500 was determined to be sufficient. A motion by Frank G. to approve a budget of \$1,500 for catering by Memphis. Kathleen E. seconded the motion with all members in favor of approval. Food will be served buffet style. Memphis can provide banners, flyers, menus, business cards, and information on their catering services. The committee will see about adding a web link in our future e-mails on the Artist Showcase. Memphis will work up a menu based on our budget and provide it at a later time. Cost will be close to their cost for Memphis
 - Wine will be served, no beer. The Committee discussed the budget for wine provided by Memphis and determined that we need 100 "free drink" tickets, which will be passed out to the first 100 guests. The later guests will be able to purchase a "wine ticket". The cost for the first 100 "free drink" tickets will be \$350. A motion by Frank G. to approve a budget of \$350 for wine provided by Memphis. Donna R. seconded the motion with all members in favor of approval. Memphis will provide the bartender. Memphis will provide their "house" brand of red and white wine.
 - Artists will eat first paying \$5 per person and food might be provided by Frank's Philly. Memphis buffet will be for guests. The Committee discussed the food budget for the Artist Dinner. Since the Artist will sponsor the majority of the funds, it was determined that only \$300 would be needed. A motion by Frank G. to approve a budget of \$300 for food provided by Frank's Philly. Donna R. seconded the motion with all members in favor of approval.
 - Memphis also has a music talent they suggested which would be great for background music. The Committee discussed the budget for music and determined that \$100/hour was a sufficient amount. It was also determined that three (3) hours was the time frame for music, possibly going into a fourth (4) hour if needed. A motion by Frank G. to approve a budget of \$100/hour for three to four hours for music, in the amount of \$300 to \$400. Kathleen E. seconded the motion with all members in favor of approval. The committee tried to listen to the audition CD provided by Martin Millard in January meeting. Unfortunately due to time restraints, we were unable to listen to it.
 - The Committee discussed the need for Security at the Artist Showcase event and what the budget was. This requirement will be discussed in the March meeting.

- B. West Side Art District Designation - Kimberley Brandt, Sr. City Planner introduced herself to the Committee. Kimberley wanted to know what the Committee's needs and goals are for the Artist Community so she might be able to incorporate them into future City documents for the 19West Urban Plan. Some ideas and questions ranged from:
- A simple sign denoting "Artist Community" to the other extreme of only allowing artist type business to locate in the specified area.
 - Should we give incentives
 - What are the area boundaries
 - Should we encompass all types of art business, artist studios, artist lofts
 - Will it be a live/work type community
 - Will there be an artist village
 - How can we incorporate the Planning Documents with the 19West and Mesa West Bluff Urban Plans
 - Need recommendation for Planning Committee to be at next meeting in March
 - Possible name for the community would be "Arts District"
 - We can link the Arts District to the CM web site in the future
 - We can also add sign verbiage to the City Planning documents

A motion was made by Donna R to finalize the name of the 19West area to be known as "Arts District". Frank G. seconded the motion with all members in favor of approval.

The signage would appear as:

19West
Arts District

A motion was made by Donna R to finalize the name of the Mesa West Bluff area to be known as "Arts Village". Frank G. seconded the motion with all members in favor of approval.

The signage would appear as:

Mesa West Bluff
Arts Village

In March's meeting, we will need to discuss basic descriptions of why we want to call these districts as such named. These descriptions will need to be presented to the City Planners.

C. 2006 Work Plan

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| 1. Artists Directory | Linda G |
| Nothing new | |
| 2. Youth Artists Gallery | Lisa/Caryn |
| Schedule is set through February 2007. | |
| 3. Artist Showcase Series | Donna/Nancy (all) |
| See above | |
| 4. Juried Art Show/Celebration | Frank, Dennis, Donna |
| It was determined that we have too much on our plate currently to effectively put together a show, and to move the Juried Art Show to early 2007. We will still make planning arrangements for the show. It should be in conjunction with the first 2007 Artist Showcase. We also discussed if it should be "juried" or simply "judged". It will be a one-day/night event. | |

Being a juried show would entail a tremendous amount of work on the committee. We would have to provide some type of storage for art dropped off early. Communicate with artist not accepted for the show and have them pick their work before the event. Have the art arranged and hung. Give specific size guidelines to all artists. Pick a specific medium for artist, i.e.: photography, sculpture, watercolor, paintings, etc.. Create a working plan for a juried event. Create a "release of liability" form for each artwork piece.

Having a judged show we can have all artist bring their work and we have a panel of judges simply award ribbons. This would allow all levels of art to be submitted and have the artist set up the art themselves.

It was discussed that we could make it an Artist Showcase type event with a few specific categories that would be judged for ribbons. This would allow the community to participate in the event, with a bonus for specific categories. We could get a few guest judges for the event who would pass out ribbons to the winners. It was also suggested that we take baby steps to get to this level of an awards show. We need to get the Artist Showcase working smoothly, and then take it to the next level.

5. Increase Community Awareness of Cultural Arts Committee.
6. Provide City Council with advice relating to all Cultural Arts issues.

5. NEW BUSINESS

None

6. COMMITTEE MEMBER COMMENTS

A. OC Arts Conference (1/23, Chapman University)

Frank G. had attended the Chapman University OC Arts Conference. This was an 8 hour event featuring several high powered and quality attendees. Some of the points Frank had learned from the conference were

- We need to learn the words of politicians, in other words, we have to talk to them at their level, not the level of an artist.
- Money on the table and organization, what do we have to offer them?
- Need to set short/long term goals, maybe create a foundation.

Time ran out and Frank will continue his notes on the conference at the March meeting.

7. COUNCIL/STAFF COMMENTS

None

8. ADJOURNMENT – 8:10 p.m.

Respectfully submitted,
Dennis Crane

Next meeting: March 9, 2006, 6:30pm at Costa Mesa City Hall conference room 1A

It is the intention of the City of Costa Mesa to comply with California Government Code Section 54961 and the Americans With Disabilities Act (ADA) in all respects. If as an attendee or participant at the meeting, you will need special assistance beyond what is normally provided, the City of Costa Mesa will attempt to accommodate you in every reasonable manner. Please contact Deputy City Clerk Julie Folcik at (714) 754-5221; TDD (714) 754-5244, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at the time you will need accommodations to attend or participate in meeting on a regular basis.