

**CITY OF COSTA MESA  
CULTURAL ARTS COMMITTEE  
MEETING MINUTES**

**July 15, 2004**

**CALL TO ORDER:** Donna Robb called the meeting to order at 6:37 PM.

**MEMBERS PRESENT:** Donna Robb, Charlene M. Ashendorf, Kathleen Eric, Diane Doyle, Thomas Toms, Ted Baker, Mary Ellen Nero

**MEMBER ABSENT:** Linda Garbett (excused)

**STAFF Liaison:** Jana Ransom, Recreation Manager

**COUNCIL Liaison:** Libby Cowan (absent)

**GUESTS:** none

**APPROVAL OF MINUTES:** Motion to approve the Minutes of June 10, 2004 by Charlene Ashendorf, seconded by Kathleen Eric, motion carried unanimously. Kathleen wondered if minutes for June 28, 2004 special meeting shouldn't be done. Jana will submit next month.

**PUBLIC COMMENT:** None

**OLD BUSINESS:**

1. Chalk Art event – Jana to set up meeting with Kathleen Eric and Artist Phil Roberts at Balearic Community Center. Jana will do postcards, flyers, and make copy of CD for committee members. Donna and Phil will start work on their pieces on Friday, Oct. 29. Jana will get the ACT (teen program) kids to volunteer.

Donna reported that the CD is finished, Jana will copy and send out to committee members.

Thomas provided a layout plan of the blacktop area, providing for about 320 spaces. Jana will have staff order portable rest rooms and hand washing stations, extra paper towels and extra rest room supplies. It was suggested that we get lots of wet wipes.

Donna will contact high schools/colleges at start of school to get names and contact information of high school art teachers.

Sponsors – much discussion about level of sponsorship desired. Committee, in general, decided this was to be more of a “community” type event, not a fund raiser or something bigger. Diane has prepared a letter that members can personalize and give to people (merchants) they come in contact with to get them to donate stuff (gift certificates, baskets, merchandise). Sponsors who want to give money should make checks payable to the Costa Mesa Community Foundation and earmark the money for the Cultural Arts Committee.

Spaces will cost \$5. There will be a goodie bag prepared for each space worth at least \$10. If we get enough sponsors to offset cost of supplies, proceeds above and beyond expenses will go to Community Foundation (again, earmarked for Cultural Arts Committee activities).

Jana indicated the City would provide: Rental of Van for transporting musicians and participants from Kathleen's lot to Balearic; insurance coverage; labor to power wash the black top area; tables/chairs; portable restrooms/washing stations; printing and mailing; staff support.

Linda Garbett is in charge of press release and publicity. Charlene is handling volunteers. Charlene is also going to do a mail out to Artist Directory list.

- a. We are working on a volunteer liability sheet.
- b. We are very close on the "save the date" post card.
- c. She would like to piggy back mailing the artist directory and the post card together.
- d. Information: Children's square's are free.
- e. Artist square's are \$5
- f. All artists will receive supplies, i.e. goodie bags.
- g. Linda Garbett is doing the press release
- h. Linda Garbett produced a timeline- please read.

Jana will mention the Chalk Art event in her Fall "blurb" and there will be a quarter page ad in there as well.

2. Art in Public Places Policy Update – Thomas Tom to draft a letter to David White discussing a grant for staff support to Committee and to develop with Planning and Recreation the Arts in Public Places Policy.
3. Youth Art Gallery – Kathleen indicated that the group scheduled for July did not come through, so Jana will have staff do a display. Page Private School will do display for August.
4. Artist Directory Update – Directories will be mailed out to Artists with the Chalk Art information. It has been uploaded on to our web-site.
5. Costa Mesa artists recognition – no new report
6. Artist Gallery – No new report.
7. Bus Shelter Art – no new report.

**NEW BUSINESS:**

1. Budget – Jana reported that Council will be reviewing standing committees in Monday, August and discussed budget.

**Committee Comments:** None

**ADJOURNMENT:** Meeting was adjourned at 8:23 p.m.

**NEXT MEETING:** Thursday, August 12, 2004

Respectfully submitted by: Diane Doyle

#### Art in Public Places

Report of Meeting w/ David Wilson, May 21, 2004

Planning document “did not do it”, failed in fairly significant ways

Art is – or should – participatory

Suggested that we look at a “% for the Arts” program, but argument as to the benefits of public art must be made with realistic examples; need to make the case that as additional investment upfront increases value in environment (property)

Give builders a choice:

- cash payment of % of total project, or
- spend a slightly smaller amount on a piece of art in their vicinity
- Create a “war chest” from those projects where a check was written
- Eliminates art being “judged”: by a group of 5 or so people and provides a variety

Seegerstrom Foundation would entertain a request from the City or Community Foundation to provide funding for 2 years for an Arts Program Coordinator who would:

- work with CAC (actually, elevating the status of the CAC to a Commission level is DW’s preference)
- develop a broad statement of what the Arts should be (both public and private)
- Provide a report to the Council along with a request at the end of the two year period to “regularize” the position

What we need to do:

- 1) Basically, start over: CAC sub-committee members meet with Planning staff and Planning Commission sub-committee to re-draft
- 2) CAC sub-committee write a letter of request on behalf of City to City Manager and Seegerstrom Foundation requesting funding for a position, to be housed at City Hall in the Recreation Division, who will work with CAC; develop recommendation to “elevate” committee to Commission status; develop statement of what the Arts are in and to Costa Mesa; re-draft Arts in Public Places Policy; identify funding levels and mechanisms to raise funds in support of policy (percent for the Arts? Annual campaign?); and identify strategies for how to administer and implement a public arts fund, including consideration of where public art work could/should be located – if in public places.