

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE (CAC)
Meeting Date: October 10, 2019**

MINUTES

1. CALL TO ORDER: 6:48 p.m. by Charlene Ashendorf

Present: Charlene Ashendorf, Rocky Evans, Anthony (Tony) Manrique, Frank Gutierrez, Monica Morita, Tracy Taber, Debrianna Obara and David Sonnenberg

Absent: Kathleen Eric, Jason Komala, and Daniel Bragg

Staff Present: Ashley Thomas and Elena Martinez

2. APPROVAL OF MINUTES August 8, 2019 meeting minutes

Tony made a motion to approve the minutes; seconded by Debrianna; the vote passed unanimously.

3. PUBLIC COMMENT

1. On behalf of the Historical Preservation Committee (HPC), Chairman Gary Parkin spoke in regards to a HPC project. He explained that the project is to update their outdated historical coloring/activity book. Gary asked the CAC if they could provide the HPC with a list of artists that could potentially assist with the illustration portion of the project.
2. Costa Mesa artist, Samuel Helm, expressed his gratitude to staff and the Committee for exhibiting his artwork at "The Exhibit" gallery.

4. OLD BUSINESS

A. Arts and Culture Master Plan

1. Staff informed the Committee that the master plan presentation is in the queue for the December 3, 2019 City Council meeting.

B. Galleries

Youth Art Gallery (YAG)

1. Tracy informed the Committee that the scheduled organization, Back Bay High School, had a change in their art program and they are no longer interested in displaying. Therefore, Sonora Elementary School and the CM LEAP Program have both agreed to display artwork from October to December 2019.

Art on the Fifth

1. Rocky announced that Norberto Sandoval, a Costa Mesa artist, is on display for the fourth quarter (Oct. - Dec. 2019). Norberto's reception will be on November 18 from 5-6pm.

"The Exhibit" at the Senior Center

1. Charlene notified the Committee that the gallery is featuring Costa Mesa artist Kevin Moran, and he will be highlighted in the Chronicle. Kevin's reception is on November 25 from 12-1:30pm at the Senior Center – 2nd floor.

C. Directory of the Arts

1. Charlene noted that the subcommittee plans to set-up a meeting to discuss a strategy to increase participation.

D. Utility Box Art Program

1. Frank presented six (6) new artist applications/artwork for the Committee's review.
2. After discussion, the Committee concluded the following:
 - a. Bonnie Matthews – The artwork submitted did not meet the size requirement for the program. Therefore, the Committee requested Frank to collaborate with the artist to create an art piece that meets the size requirement. Once complete, the artist can resubmit their art piece to the Committee for consideration.
 - b. Emilie Elzein – The Committee requested that Frank work with the artist directly to encourage her to submit a piece of art that may be a better fit.
 - c. Julie Bird – The Committee approved the submission, and Frank agreed to locate a utility box in the Metro Point area off Bear Street.
 - d. Rebekah Corum - The Committee approved the submission, and Frank agreed to select the utility box location.
 - e. Tanya Lozano - The Committee approved the submission, and Frank agreed to select the utility box location.
 - f. Jeff Gillette – The Committee approved the art piece titled, "Oak Creek Canyon," and agreed to install the wrap off Harbor Blvd. and Fair Drive.

E. CAC Grant Fund

1. Tony noted that the subcommittee received three submissions; he then provided a brief summary for each submission.
 - i. Studio Inspiration Art Journal - A program that recycles old books to create art. The program director was asking for \$500 to purchase supplies. The Committee requested for more information and a flyer to review.
 - ii. Backyard Productions - Requested \$1,000 to assist with their upcoming production titled, "Madman the Musical." Tracy made a motion to approve a \$500 grant, contingent that the production takes place in Costa Mesa and within the next four months. Debrianna seconded and the motion passed unanimously. Staff agreed to request a program flyer for verification.
 - iii. The Arts & Learning Conservatory - Requested \$1,500 to bring theatre to Killybrooke Elementary School. The funds would go towards lighting and sound equipment for their December

performance. Debrianna made a motion to approve \$500. Monica seconded and the motion passed unanimously.

F. Pop-up Art Events

1. No update.

G. ARTventure

1. Staff distributed the financial report and showed a short clip highlighting the event.
2. Rocky recommended additional promotion regarding art for sale. Monica mentioned that the event felt more refined this year. Tony spoke on the feedback regarding the improvements in the lighting, and the need to improve the audio for next year.
3. Staff noted the SCFTA is offering to host ARTventure 2020 on September 11 and 12. The Committee unanimously agreed to accept their offer to host for the third year.

H. Art Donation Policy

1. No update.

I. CM Portrait Series

1. Staff informed the Committee that the newest Portrait Series features Jesse Fortune.
2. The subcommittee agreed to meet to discuss a marketing strategy.

J. Vendor Booth Opportunities

1. Staff passed around a sign-up sheet for Committee members to volunteer to work the CAC booth at the art walk and artist receptions.

K. Scarecrow Festival

1. Rocky proposed to create an “enderman” scarecrow and asked for \$35 for supplies. Tony made a motion to approve up to \$75 for supplies and Monica seconded; the vote passed unanimously.

L. Crosswalk Art Program

1. Tracy noted that she'd research other cities and their practices in regards to crosswalk art programs.

5. NEW BUSINESS

- A. None.

6. COMMITTEE COMMENTS

1. Frank informed the Committee that he's exhibiting his artwork in Los Angeles this weekend.
2. Debrianna highlighted that she purchased a piece of art from ARTventure.
3. Daniel explained that he is excited for ARTventure and he is looking for more donations for the silent auction table.

4. David recommended that the CM ArtWalk provide informational material on how the public can reserve a booth, especially since the public was requesting that information from the CAC booth.
5. Tony announced Saint John the Baptist will be hosting their annual chili cook off and car show on November 2.
6. Charlene highlighted that the historical mural off Placentia is in need of revitalization. She asked for that the mural be added as an item on the agenda for November. Additionally, Charlene announced musical instruments have been installed at the Mesa Verde Library.

7. COUNCIL/STAFF COMMENTS

1. Staff handed out invitations for the Women's Club art show and shared pictures from the Costa Makers Block Party.

8. ADJOURNMENT

Meeting adjourned at 8:49 p.m. by Charlene Ashendorf.

Next meeting: Thursday, November 14, 2019 at 6:45 p.m. in 1A at City Hall.