

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, January 12, 2012

Present: Frank Gutierrez, Tony Manrique, Justin Fox, Debora Wondercheck, Irene Engard and Eddie Iniestra

Absent: Monica Morita and Kathleen Eric

Staff Present: Donna Theriault

Council Member: Eric Bever Absent

1. CALL TO ORDER

Frank called the meeting to order at 6:50 pm

2. APPROVAL OF November 10, 2011 minutes

Motion to approve the minutes was made by Tony; seconded by Debora; passed unanimously.

3. PUBLIC COMMENT

Krista Ratnaweera from Segerstrom Center for the Arts wants to discuss possible ideas that the Committee and Segerstrom can work on together. The Segerstrom organization is interested in increasing their community involvement. The Committee is very interested in partnering with Segerstrom on future Art events. Frank discussed a permanent location for the artist showcase and an “art walk” in conjunction with an event at the Center. Tony suggested an “art walk” along the pedestrian bridge. Lisa will set up a meeting with Krista to discuss partnership ideas. Frank requested an item on the next agenda for further committee discussion on possible partnership ideas.

4. OLD BUSINESS

Subcommittee Reports

A. Artist Showcase XV

- Irene suggested Whittier Law School for the next showcase on either Saturday April 21 or 28; the Committee agreed and Irene will check with Whittier on the date.

B. Marketing/Promotions

- Tony suggested that the Committee needs to get their name out in the public. Possibly use Spark OC. The Committee will come up with ideas to discuss at the February meeting.

C. Sponsorship/Fundraising

- No report

D. Special Events

- No report

E. Youth Art Gallery

- SOY in January and MIKA in February

5. NEW BUSINESS

1. 2011 Accomplishments and 2012 Goals

The following 2011 Accomplishments and 2012 Goals were discussed at the meeting:

2012 GOALS/OBJECTIVES:

1. Implement and maintain an Artist and Gallery Association
 - Directory of Costa Mesa Artists (Free Membership- includes artist name; art media; email address and website info)
 - Networking opportunities for Costa Mesa Artists and Gallery owners (meet & greet mixers at CM galleries or CM businesses)
 - Directory map of Costa Mesa Galleries and event advertisement
2. Develop and implement institutional marketing plan to raise visibility and awareness of the Cultural Arts Committee.
3. Continue to seek Sponsorship donations
4. Conduct 2 Juried Artist Showcases
 - Incorporate Performing Art at each Artist Showcase
 - Provide an Art Broker to sell Art at Artist Showcases
 - Integrate local businesses and galleries involvement in each Artist Showcase
5. Partner with non-profits to provide “Art in the Park” events, workshops and programs
6. To obtain measurable achievements (i.e. surveys at Showcases)
7. Staff Liaison continues to monitor and promote upcoming Committee and CM Gallery/Artist events on Facebook page.

LONG TERM

1. Permanent Community Art Center to display art work and conduct performing arts of Costa Mesa artists
2. Provide City Council with advice relative to issues relating to Cultural Arts

2011 ACCOMPLISHMENTS

1) Artist Showcase XIV

- Held at Whittier Law School (3333 Harbor Blvd) on Saturday, March 12 from 6-9pm. All art was juried and 40 artists (16 new artists) exhibited juried selected piece(s) (75 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. Mesa Art and Engard Arts displayed pieces. The venue and water were donated. SOY provided youth volunteers to set up and tear down the event. 150 people visited the showcase.
- Over 300 artists are emailed on upcoming Artist Showcases

2). Donated face painting and craft supplies for each of the five concerts during the Summer Concerts in the Park series.

3) Cultural Arts Committee Facebook page promoted Vanguard University Theatre and Arts & Learning Conservatory productions, Engard Arts and Mesa Arts openings and Artist Showcase XIV.

4). Youth Art Gallery booked for entire year

2). Costa Mesa Photo Contest

- Irene and Tony volunteered to be judges for the CM photo contest

6. COMMITTEE MEMBER COMMENTS

- Tony: All American Boys performance “Sons of the Pioneers”
- Frank: Chapman University committed to funding a college education for 20 low income High School students.
- Debora: Bye Bye Birdie performance March 16-17 at Tustin Village Theatre. She is looking for office space to use for rehearsals.

7. COUNCIL/STAFF COMMENTS

- None

8. ADJOURNMENT

- Meeting was adjourned at 8:25 pm.

Next Meeting: Thursday, February 9, 2012 at 6:45pm located in City Hall Conference Room 1A