

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, March 8, 2012

Present: Frank Gutierrez, Tony Manrique, Justin Fox, Irene Engard, Monica Morita, Eddie Iniestra and Kathleen Eric

Absent: Debora Wondercheck

Staff Present: Donna Theriault

Council Member: Eric Bever Absent

1. CALL TO ORDER

Frank called the meeting to order at 7:01 pm

2. APPROVAL OF February 16, 2012 minutes

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

3. PUBLIC COMMENT

None

4. OLD BUSINESS

Subcommittee Reports

A. 2011 Accomplishments and 2012 Goals

Motion made by Irene to approve the 2011 Accomplishments and 2012 Goals as finalized at the February meeting; seconded by Tony; passed unanimously.

2012 GOALS/OBJECTIVES:

1. Partnering and collaboration with other organizations
 - Partner with non-profits to provide “Art in the Park” events, community art/performing workshops and programs
2. Continue to seek Sponsorship donations
3. Develop and implement institutional marketing plan to raise visibility and awareness of the Cultural Arts Committee.
4. 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

5. 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

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

B. Artist Showcase XV

- Lisa emailed the Artist Call Out on March 1; deadline is March 16.
- Jury Committee will be Irene, Kathleen and Frank; Lisa will provide the Committee with a CD of jury art pieces on April 2; Committee's selection due back to Lisa before 5pm Friday, April 6. Lisa will notify artist the week of April 9.

- SCFTA will have a booth at the artist showcase, and will provide the drum circle artist, Andrew Grueschow. He will perform for 2 hrs.
- Committee agreed to take out the logo verbiage on the poster and just use the logo symbols. Irene will send Lisa the correct Engard logo for the poster.
- Committee does not want a veggie, fruit or meat tray. They want just wine, water, and cheese & crackers.
- Committee will have “save the art” jars to receive donations/tips at the showcase.
- Committee will give a sponsorship brochure to every person who attends the showcase.

C. Marketing/Promotions

- No report

D. Sponsorship/Fundraising

- The Committee discussed the below past sponsorship:

Water:

- Mesa Water District (March 2007- March 2009)
- Kona Kai (March 2010)
- Nancy Clark & Assoc (March 2011)

Wine:

- Waterpointe (March and August 2007)
- Patterson Construction Corp (June 2008)

Food:

- Patterson Construction Corp (Aug 2007)

Volunteers:

- Nancy Clark & Assoc (August 2007-March 2011)
- Soy (March 2011)
- Mesa Art & Framing (easels) (every showcase 2006-2011)
- Discount for wine High Times (Oct 2008-March 2011)
- Discount for entrainment Evocal (Nov 2007-March 2009)

E. Special Events

- Krista from SCFTA requested the committee attend the free “Arts Teach” showcase on May 16th from 8am-2pm at the Henry & Renee Segerstrom Concert Hall. The SCFTA artists will be performing. The committee will have a chance to preview the artists for possible use in future events such as the Concerts in the Park. Frank wants this item on the April Agenda. He wants a commitment from the committee to attend. He feels it is important to be a good partner with SCFTA.

F. Youth Art Gallery

- Estancia High School will display art in April.

5. NEW BUSINESS

- Historic Photograph Exhibit at City Hall.
Bill Lobdell, City of Costa Mesa Communications Director, will be displaying 100 historic photographs in City Hall in the next few months. Each floor will

have a different time period/era. The public will be invited to tour City Hall and see the photos. He would like to request assistance from the Committee to work at the Open House Exhibit. Bill will inform Lisa of the proposed date.

- “Celebrate Costa Mesa”
Bill Lobdell is planning a reception possibly on March 20th from 4:30 pm to 6 pm for all who submitted photographs during the photo contest. He requested the Committee take over this annual contest. Frank asked if the Committee could sell reproductions of the winning photographic entries as a fund raiser for the Committee. Bill said he will ask the City Attorney if that is allowed. Frank wants this item to be placed on the April agenda for discussion. Irene will head up this item.
- Potential annual summer arts event
Bill Lobdell suggests having an “art walk” and/or possibly closing Harbor Blvd for a street fair/farmers market. The Committee could work with Dan Joyce on a street fair. Frank would like this on the April agenda for discussion and follow-up.
- Open Art Night
Frank spoke with the manager of the Mesa Restaurant. They are interested in having an art display for a few weeks. The Restaurant may be willing to donate 10% of the sales from the art to the Committee. Frank is meeting with them again on March 20th.

6. COMMITTEE MEMBER COMMENTS

- Donna provided information from Deborah – Bye Bye Birdie performance March 16 – 17 at Tustin Village Theater in Orange. Deborah has submitted a request for the design of a new Committee logo to the Art Institute.
- Irene has displayed an art exhibit of African Faces at the Donald Dungan Library on Park Avenue in Costa Mesa.
- Frank distributed a book he published on a woman who saved Yosemite Valley.
- Justin’s daughter placed in the City’s photo contest.

7. COUNCIL/STAFF COMMENTS

- Donna reported that the balance in the Committee’s account is \$21,970.06

8. ADJOURNMENT

- Meeting was adjourned at 8:24 pm.

Next Meeting: Thursday, April 12, 2012 at 6:45pm located in City Hall Conference Room 1A