

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

Minutes for Thursday, August 14, 2008 at 6:30 p.m.

1. **CALL TO ORDER** at 6:35 p.m. by Dennis Crane (Chair)
Members Present: Louisa Arnold, Ryan Baron, Peter Becker, Chris Bunyan, Dennis Crane, Irene Engard, Ray Garcia, Frank Gutierrez, Caryn Kallal, Anthony Manrique, Monet Quick, Monica Morita
Members Absent: Nancy Clark, Diane Doyle, Kathleen Eric,
Staff Present: Jana Ransom, Lisa McPherson
Councilmember Present: None

2. **APPROVAL OF MINUTES**
Motion for approval of July 10 minutes by Caryn, second by Louisa; Unanimously approved

3. **AGENDA ADDITIONS**
None

4. **PUBLIC COMMENT**
Bev from eVocal assisted the Committee with plans for the next Artist Showcase

5. **OLD BUSINESS**
 - A. Artist Showcase X, Oct 11 6-10pm (Feature Artist Terry Kim)
 1. Venue – Showcase to be held at Mika at Triangle Square
 2. Jury committee – Up to 3 pieces per artist may be submitted
 3. How many artists – up to 150 pieces maximum depending on submissions
 4. Committee assignments - Committee discussed event planning and budget
Committee agreed on \$3700 budget based on past successes of Showcase and this will be our 10th Showcase)
 - a) Bev and Monet to hire entertainment. Committee unanimously voted for \$1000 entertainment budget including DJ (1st Frank, 2nd Irene)
 - b) Committee unanimously voted for \$500 food vendor budget using Old Vine Café for light appetizers (1st Frank, 2nd Irene)
 - c) Committee unanimously voted for \$750 beverage budget including supplies of \$100 (1st Monica, 2nd Irene) Vendors include Old Vine Café (\$500 wine), Mesa Water District (free water), and Elden Cellars (\$150 beer)
 - d) Committee unanimously voted for \$1350 advertising budget (1st Irene, 2nd Frank) Substitute motion by Louisa for \$1500 failed for lack of a 2nd
 - e) Nancy will provide a cleaning crew and security
 - f) Committee unanimously voted to approve use of eVocal street team to pass out postcards for \$100 (1st Frank, 2nd Irene)

B. Artists Website Directory - tabled

1. Determine subcommittee

C. Sponsorship levels – Dennis and Peter met to finalize sponsorships plans

The Sponsorship Level Sub-committee met before the regular CAC meeting to discuss some general guidelines for creating a Sponsorship Level program

The basic brochure will be 8 ½ x 11 tri fold, which will include the following

1. The CAC log on the cover
2. The CAC Mission statement in the inside cover
3. Information about the purpose of the Artist Showcase series, i.e.: how many per year, attendance figures, and average of participating artist
4. The CAC's website will be provide for potential sponsorships to view press releases, postcard art, showcase photos, Mayor's Award recipients, and other sponsorships
5. It will also state what the donations will be used for in the community (public arts programs).

It was determined to use this format to start with because we only need a small amount (dozen or so) to hand out. In the future, a larger and more elaborate one could be created if needed

By creating a Sponsorship Level program, the funds received will be donated to benefit Costa Mesa's public arts and sponsors will be given recognition of their donations for the public art works

Some basic ideas for the levels are:

SILVER = \$500 ~ \$999 donation: 1 Artist Showcase event recognition

- Logo on the banner
- Logo included in any advertisements
- Logo on postcards
- Literature at event
- Thank You letter from the CAC

GOLD = \$1,000 ~ \$1,499 donation: 2 Artist Showcase event recognition - All benefits of the SILVER level plus

- Small exhibit space at events
- Brief mention of sponsor during events
- Mention of their sponsorship donation for each event on the CAC website

GOLD = \$1,000 ~ \$1,499 donation: 2 Artist Showcase event recognition - All benefits of the GOLD level plus

- Thank you letter from Mayor
- Larger logos on all print material: banner, advertisements, postcards
- Maximum \$400 to \$500 to be spent on purchasing an piece of art for presentation to the sponsor
- Sponsor to speak at all 3 events
- Collage of post cards framed and created by Frank

LOGO for the brochure:

- It was decided to have a contest for the creation of a logo to be used on the brochure & postcard which will be judged by the public at the 10th Artist Showcase
- Lisa must have the contest guidelines by the September meeting to include in the Artist Showcase invitation
- Monet will provide some basic guidelines for having a logo contest

D. TeWinkle Sculpture – Request for Proposals to be issued

1. Funding grants
2. Approaching OCC

6. NEW BUSINESS

None

7. COMMITTEE MEMBER COMMENTS

1. Monet discussed sidewalk sale at The Lab
2. Chris discussed Save Banning Ranch event at eVocal
3. Louisa talked about the theater group at Vanguard College
4. Caryn discussed Mika campaign for \$100,000 fundraising effort

8. COUNCIL/STAFF COMMENTS

None

9. ADJOURNMENT

The meeting was adjourned by Dennis at 8:05 p.m.