

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, May 10, 2012

Present: Frank Gutierrez, Justin Fox, Irene Engard, Monica Morita and Kathleen Eric

Absent: Debora Wondercheck, Eddie Iniestra and Tony Manrique

Staff Present: Lisa McPherson

Council Member: Wendy Leece

1. CALL TO ORDER

Frank called the meeting to order at 6:58 pm

2. APPROVAL OF March 8, 2012 minutes

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

3. PUBLIC COMMENT

None

4. OLD BUSINESS

Subcommittee Reports

A. Artist Showcase XV

- The Showcase was held in the Library entryway; Jury Court room and class room.
- 21 artists submitted a total of 53 pieces. The Jury Committee selected 20 artists and a total of 45 pieces for display at the Showcase (2 acrylics pieces; 12 misc pieces; 4 mixed pieces; 19 oil pieces and 8 photo's)
- Entertainment provided by SCFTA (drum circle) was very popular and interactive. SCFTA had a table to promote their events.
- A total of \$165.25 was spent on the event refreshments. \$141.17 for cheese, crackers, toothpicks, water, cookies, napkins and candy purchased at Sam's Club and \$24.08 on ice and a wine opener from Vons.
- After donations of \$73, it cost the Committee \$92
- Committee Assignments
 - Set Up – Irene & Justin
 - Sign in and ID check table Kathleen & Monica
 - Bartender Debora & Lisa
 - Tear Down Irene; Lisa; Debora ; and Monica
- The following advertisement was used for the Artist Showcase XV:
 - Committee Facebook and City website
 - Frank created the CM Cultural Arts Meet up

- Engard Arts sent out an e-blast
- Posters around town (businesses and galleries) and at Community Centers
- E-blasted Artists Directory
- OC Spark

C. Marketing/Promotions

- The Committee discussed spending funds on advertisement:
 - Postcards along with posters
 - Daily Pilot and/or OC register ads
- Irene closed her meet up group. She will redirect her followers to the CM Cultural Arts.

D. Sponsorship/Fundraising

- SCFTA donated the entertainment
- Sponsorship brochures were passed out
- A total of \$73 was collected from signed Poster (\$14) will be sold by Engard Art; and bar donation jar (\$59)

E. Special Events

- Celebrate Costa Mesa photo contest
 - Project tabled until more committee members are added due to lack of resources
- Summer art walk event
 - Fairview Park for Saturday, August 25 (tentative)
 - Call-out to Costa Mesa non-profits and NMUSD HS
- Open Art Night
 - Initial CM Cultural Arts meet up Location 1980
- Youth/Family Art ideas for Concerts
 - The Center's Arts Teach event on Wednesday, May 16 8am-2pm at SCFTA
 - Subcommittee to attend Lisa, Monica, and Frank; will meet at City Hall 9:30am

F. Youth Art Gallery

- Soy for June
- Recreation for July
 - Theme- Parks Make Life Better

5. NEW BUSINESS

- Committee Commitments
 - Will be communicated to new and existing committee members
- Artist Showcase XVI
 - Irene selected Kate Sikorski art for the Artist Showcase XVI poster image
 - Possible Date October 13, 2012

- Spend funds on advertising (postcards and newspaper ads)

6. COMMITTEE MEMBER COMMENTS

- Irene- Saturday 5/19: Engard Art Show at Heller Chiropractor, Costa Mesa, 5-7 (Bristol and Randolph)
- Frank - Saturday 5/19: opening reception of “Bosnia Born 20 years later” at Green Cube Gallery in Laguna Beach from 6-9
- Justin
 - Saturday 5/12: Mural and tile projects from 8-12pm in 15 different Costa Mesa schools. More info at serveday.org
 - Sunday 6/3: Justin Fox band performing 2-4pm at St. John the Baptist Church

7. COUNCIL/STAFF COMMENTS

- Wendy Leece conveyed there were 7 applicants for the Cultural Arts Committee with only 3 openings after one renewal

8. ADJOURNMENT

- Meeting was adjourned at 8:33 pm.

Next Meeting: Thursday, June 14, 2012 at 6:45pm located in City Hall Conference Room 1A