

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, July 12, 2012

Present: Frank Gutierrez, Justin Fox, Kathleen Eric, Monica Morita, Arpit Mehta and alternates Diana Gardiner and Lisa Grant

Absent: Eddie Iniestra, Debora Wondercheck, Tony Manrique and Irene Engard

Staff Present: Lisa McPherson

Council Member: Wendy Leece absent

1. CALL TO ORDER

Frank called the meeting to order at 6:50 pm

2. APPROVAL OF JUNE 14, 2012 minutes

Motion to approve the minutes was made by Justin; seconded by Diana; passed unanimously.

3. PUBLIC COMMENT

Janet Harp from LAB Marketing/Community Relations is interested in building a partnership with the Committee. She informed the Committee that the Artery was available in October if Whittier Law School is not. Lisa M will work with Janet about booking the Artery for the October Artist Showcase XVI

4. OLD BUSINESS

Subcommittee Reports

A. Special Events

- Arts in the Park event Saturday, Aug 25 from 10am to 2pm
 - Human Options, Save Our Youth (SOY), Waldorf School of OC, Arts & Learning Conservatory, All-American Boys' Chorus (AABC), Loveart and the Center's Art Teach will be attending the event.
 - Due to possible inadequate parking at Fairview Park (Scott's Stadium has a game), the location has been moved to Estancia Park, 1900 Adams Avenue.
 - SCFTA will be providing one artist to perform for a 45 min performance and one artist to provide crafts for an hour.
 - The Committee worked on the following timeline
 - 1. SET UP- 8:00am-9:30am**
 - a. Lisa will have tables, chairs and the generator be delivered to Estancia Park
 - b. Each organization is responsible to set up their own area

- c. Committee member Frank, Diana, Monica will assist Lisa M with set up
- 2. **EVENT- 10am-2pm**
 - a. Each group will be providing crafts and fundraising throughout the event
 - b. Performance Timeline
 - 10:15 -10:45am SOY
 - 11:00– 12pm SCFTA
 - 12:30-1pm Arts and Learning
 - 1:15- 1:45pm AABC
- 3. **TEAR DOWN- 3-4pm**
 - a. Each organization is responsible to tear down their own area
 - b. Lisa M will have the tables, Chairs and generator picked up
 - c. Committee members Kathleen and Justin, volunteers, and Lisa M will tear down

- Youth/Family Art ideas for Concerts
 - Irene attended the July 10 Concert to observe Artist Dr. Craig Woodson, Irene received lots of good responses from the kids and she witnessed several children throughout the park with the instruments they made. The artist was very gracious and attentive interacting with the kids.
 - Next artist (Ellen Schulze will be at the July 31 Concert) Frank and Monica will attend the Concert to observe and report about Ellen at the August meeting

B. Marketing/Promotions

- Meet up
 - Frank has purchased a year subscription
 - Lisa M will post the Arts in the Park on the website
- Arts in the Park postcards
 - Frank passed out the postcards to the Committee members to distribute around town and local events
 - Lisa M. will post the event on the city's website and Facebook page
 - Lisa M. will email the Non-profit organizations the postcard

C. Sponsorship/Fundraising

- Tabled

D. Youth Art Gallery

- Recreation – July
- Christian Lutheran School – August

5. NEW BUSINESS

- Artist Showcase XVI
 - Lisa M will speak to Irene about changing the location from Whittier Law School to the Artery

6. COMMITTEE MEMBER COMMENTS

- Lisa G mentioned that one of the US Olympic gymnastics team members was a 15 year old from Costa Mesa
- Justin mentioned Kayla enjoyed being at the last meeting and she will continue to be involved.
- Frank passed out a card by a 92-year-old water color artist going by Beatrice.

7. COUNCIL/STAFF COMMENTS

- None

8. ADJOURNMENT

- Meeting was adjourned at 7:55 pm.

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