

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, August 9, 2012

Present: Frank Gutierrez, Justin Fox, Monica Morita, Arpit Mehta, Debora Wondercheck, Tony Manrique and Irene Engard

Absent: Kathleen Eric, Eddie Iniestra and alternates Diana Gardiner and Lisa Grant

Staff Present: Lisa McPherson

Council Member: Wendy Leece absent

1. CALL TO ORDER

Frank called the meeting to order at 7:03 pm

2. APPROVAL OF JULY 12, 2012 minutes

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

3. PUBLIC COMMENT

None

4. OLD BUSINESS

Subcommittee Reports

A. Special Events

- Art in the Park event Aug 25
 - The Committee reviewed the timeline
 - 8am-9:30 – set up Frank, Diana, Monica, Lisa M.
 - 25 Tables, 30 chairs and the generator
 - Eddie from Soy will provide his DJ services, Lisa M. will provide a generator for the sound system provided by AABC
 - Each organization will be responsible to set up their own area (EZ-Up, Art, crafts and fundraiser items)
 - 10am-2pm
 - Committee members Kathleen and Irene will assist SCFTA artist.
 - Each group will be providing crafts and fundraising throughout the event
 - **SOY** – Face painting; selling refreshments (H2O; soda; lemonade)
 - **The Center Arts/Teach** – Origami artist
 - **Loveart&** - surface design/stencil flag craft; selling stickers and cookies
 - **Waldorf** – beewax craft; selling honey sticks

- **Human Options** – foam paint craft; coasters
 - **Arts & Learning** – popsicle stick bookmarks, bendable crafts, selling hot dogs and chips
 - **AABC** – selling CD's
 - **CA Committee** – Patriotic Hat crafts; Justin & Arts and Learning Volunteers
- Performance Timeline
 - 10-10:45am DJ
 - 10:45-11am SOY set up
 - 11-11:30am SOY
 - 11:30-12pm DJ
 - 12-12:15pm Arts and Learning set up
 - 12:15-12:45 Arts and Learning
 - 12:45-1pm DJ
 - 1-1:15pm AABC set up
 - 1:15- 1:45pm AABC
 - 1:45-2pm DJ
 - 2-3 pm – tear down Committee
 - Each organization is responsible to tear down their own area
 - Tables, Chairs and generator will be picked up
- Youth/Family Art ideas for Concerts
 - Irene, Frank and Monica attended the July 31 Concert where they observed SCFTA Artist Ellen Schulze provide paper puppets art to the kids.

B. Marketing/Promotions

- Arts in the Parks
 - Lisa G passed out postcards around town
 - Lisa posted the postcard on Meet Up; Facebook, City website and CMTV
 - Lisa emailed the Non-profits an electronic version of the postcard for the Non-profits to blast out to their contacts
 - Irene & Frank passed out the postcards at the Concerts
 - Irene passed out at preschools and businesses
 - Irene will create and blast out a Press release

C. Sponsorship/Fundraising

- Committee will have sponsorship brochures and talk about the sponsorship program at the Arts in the Park event.

D. Youth Art Gallery

- Christian Lutheran School – August
- Girls Inc – September

5. NEW BUSINESS

Artist Showcase XVI

- Sat, Oct 20 from 6-10pm at the Artery the LAB

- Committee reviewed the flyer (Art work Tree of Life; artist Al McCoy) Monica made a motion to approve the flyer and Deborah seconded; passed unanimously
- Tony made a motion for Arpit to design a postcard (use information as on the Flyer) and purchase 2500 postcards up to \$150; Irene seconded; passed unanimously
- Lisa will do an Artist Call Out early next week; deadline for submitted art will be Sept 14. Selected art will not exceed 16x20 in size (included frame)
- Showcase information will be in the Rec Guide, which will be delivered to residents the week of Aug 13.

6. COMMITTEE MEMBER COMMENTS

- Debora – Arts and Learning has a new 16,000 sq ft venue at 1518 Brook hallow Dr., Santa Ana. On Aug. 10 at 7pm, a performance of *Wicked* will be shown. Arts and Learning will be working on *Annie* and *Fiddler on the Roof* and auditions for both performances will take place on September 15 and the 22nd.
- Monica – SoCo has a movie night on Aug 10 featuring *The Artist*.

7. COUNCIL/STAFF COMMENTS

- Lisa informed the Committee that the FY 12-13 budget is \$21,472.12

8. ADJOURNMENT

- Meeting was adjourned at 8:34 pm.

Next Meeting: Thursday, September 13, 2012 at 6:45pm located in City Hall Conference Room1A