

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, October 11, 2012

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

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

Staff Present: Lisa McPherson

Council Member: Wendy Leece absent

1. CALL TO ORDER

Frank called the meeting to order at 6:53 pm

2. APPROVAL OF AUGUST 9, 2012 minutes

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

3. PUBLIC COMMENT

None

4. OLD BUSINESS

Subcommittee Reports

A. Special Events

Artist Showcase XVI – Artery at the LAB on Sat, Oct 20 6-10pm

- Artist Showcase XVI at the ARTery from 6-10pm on Sat 10/20
- 22 artists were selected by Lisa, Diana and Kathleen
- Art mediums including watercolor, acrylic, photography, oil and mixed.
- Four artists are representing the City of Costa Mesa, with the others hailing from across the county, including Aliso Viejo, Anaheim, Corona del Mar, Huntington Beach, Irvine, Laguna Niguel and Newport Beach.
- Art from Mesa Art and Framing and Location 1980 will be displaying art pieces from their galleries as well.
- DJ Music by Eddie and volunteer work from SOY
- Lisa informed the Committee that cups, napkins, plates and water were leftover from the pervious showcase.
- The Wine Lab would like to partner with the Committee and provide wine tasting and a sommelier from 7-9pm for the showcase for \$120. Will request credit for all uncorked bottles.

- Monica made a motion to have Lisa purchase cheese, crackers, cookies and ice up to \$50 and partner with the Wine Lab on red and white wine tasting for \$120 seconded by Lisa G. passed unanimously.

Committee Assignments

- Set up 2-5pm will be Monica, Frank, Justin and SOY volunteers
- Event Sign in table 6-9pm Kathleen & Diana
- DJ –Eddie
- Photos-Arpit and Christian
- Artist Sign out 9-10pm Kathleen
- Tear down 10-11pm Tony, Frank, Debora

B. Marketing/Promotions

- Artist Showcase Postcard - Frank and Arpit designed the postcard, Lisa purchased 2500 5x7 postcards for \$192.55.
- Monica will drop off the postcards and flyers to Janet at the LAB
- Committee members will drop off postcards around town
- Janet had a reporter from OC Artists Republic.com contact Lisa for a press release about the Showcase
- Lisa posted the Artist Showcase on Meet Up, City and Rec Facebook and City's Website and is working on getting it on the CM min and CM TV
- Irene will email her Daily Pilot contact the Press Release

C. Sponsorship/Fundraising

- Frank has the website up and ready for people to purchase art from Mesa Art and Framing; 30% will go back to the Committee
- Committee will have the sponsorship pamphlets available for Artist Showcase attendees

D. Youth Art Gallery

- Boys and Girls Club – October
- CMHS – November

5. NEW BUSINESS

- None

6. COMMITTEE MEMBER COMMENTS

- None

7. COUNCIL/STAFF COMMENTS

- Lisa informed the Committee that a 60th Anniversary Committee will be formed and the Public Affairs Manager would like a representative from the Cultural Arts Committee. 1st Diana, 2nd Monica volunteered to be on the Committee

8. ADJOURNMENT

- Meeting was adjourned at 8:09 pm.

Next Meeting: Thursday, November 8, 2012 at 6:45pm located in City Hall Conference Room1A