

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday, March 14, 2013

Present: Frank Gutierrez, Kathleen Eric, Arpit Mehta, Justin Fox and alternate Lisa Grant

Absent: Tony Manrique, Irene Engard, Monica Morita, Debora Wondercheck, Eddie Iniestra and alternate Diana Gardiner

Council/Staff Present: Council Member Sandy Genis and Lisa McPherson

1. CALL TO ORDER

Frank called the meeting to order at 7:15 pm

2. APPROVAL OF February 13, 2013 minutes

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

3. PUBLIC COMMENT

Amber Davies and Jim Doody are interested in being on the Committee.

Bobby Navarro informed the Committee about an event his company will be having at TeWinkle Park on June 8 (culinary art and botanical beer garden) where public art will be displayed; the art will then be placed in different areas of Costa Mesa (SOBECA, SOCO, and The Triangle), he would like to partner with the Committee at the 60th Kick-Off event to display/install the public art in the Committee's area.

OLD BUSINESS

Subcommittee Reports

A. Special Events

1. **SOBECA Art Walk** – ARTery at the LAB on Tuesday, February 26, 2013, 6-10 pm
 - Art was displayed from eight OC artists
 - Next Art Walk –ARTery March 26 from 6-10 pm

Artist Showcase XVII – Location 1980 from 6-9pm on Sat, March 16, 2013

- Sixteen artists were selected to display a total of thirty-one pieces.
- The Committee discussed providing finger food and wine at the event. Kathleen made a motion for Lisa to purchase one case of white and one case of red wine at Bevmo and one meat/cheese, fruit/cheese and 2 cookie platters at a max of \$300; seconded by Arpit; passed unanimously.
- The Committee still has cups, plates and napkins from past showcases.
- Eddie will DJ and provide a performance artist

Art in the Park – Estancia Park 12-4pm May 11 2013

- A finalize planning meeting was held at 5:30pm (attended by MIKA, SOY, AABC and Arts & Learning). The following was discussed:
 - Postcards were passed out to the organizations. Lisa will email an electronic copy of the postcard. The events info will be on the City's website, Rec Guide, Facebook and in the Daily Pilot on Friday 5/3 and 5/10.
 - The Committee will purchase paint and make two 4x4 canvas (draw by numbers) with outlines of two CM historical pictures (Train and Plane) for youth to paint and have them hang in the Youth Art Gallery from June-July. SOY will oversee the canvas project.
 - Lisa G. showed the Committee a craft (love passport) for the Committee to conduct.

60th Anniversary

- The Committee discussed the Art section at the 60th Kick off event on June 28-30.
- The Committee will have a 30' x 40' tent (art gallery) for displaying art pieces during the 3 day event (art from Location 1980, As Issued, Mesa Art and Framing, Volcom, Engard Art, Kaykreative, SOY, ROCK Harbor Church and others TBD)
- Frank informed the Committee that he has received commitments from Location 1980, As Issued, Mesa Art and Framing, OCC, individual artists who want to volunteer to paint on wooden panels (48"x 48") constructing an art wall. The pieces will be displayed at the July 30 Art Walk and auctioned for the public to purchase; some of the proceeds will go to the organizations and to the Committee's sponsorship program.
- Lisa informed the Committee that she contacted the following Chalk Art organizations (Belmont Shores, Pasadena, San Raphael Italian Street Painting Marin, SOKO, Mission Viejo and on Facebook page *A herd of Artists*) and obtained information about conducting a Chalk Art event:
 - Obtain artists by
 - Do a call out and have artists show up
 - Commission a few feature artists for (\$500 each) and a few amateurs for (\$200-\$150) stipends.
 - Theme or no theme
 - From 4x6 to 8x8 dimension area can be created in a day (most chalk art events are one day).
 - Set up the area the night before (Fri 6/28); need to be a clean surface and dimensions pre-measured (use painters tape).
 - Since the artists are on the pavement (Fair Dr) they will need EZups; have them start at 9am to get the lines down; from 12-4pm create their masterpiece and on Sun secure viewing area (so people don't walk over it).
 - Have all artists sign a waiver and a contract if they are commissioned
 - Competitions
 - Judged by first impression and awards are for Best in Show, Most Creative or Originality and Use of Color

- For 18 years and older
- Art must be family friendly (no nudes, lewd, political or commercial advertising)
- Chalk must be solid and non-toxic
- Artists submit previous art works and are selected
- Artists are usually provided with water, lunch, snacks, gloves, hand wipes and chalk (basic colors) *sometimes a gift bag with mentioned items and event T-shirts.*
 - Koss International chalk - \$45 for 12 boxes of 24 pieces or \$85 for 12 boxes of 48 pieces.
- Dan is working with CAMM to show short films during the night hours
- Kathleen made a motion to have a gallery tent (30'x 40') displaying art from CM artists and art from Costa Mesa art businesses; have volunteer artists (adult and youth organizations) paint on (48"x 48") wooden panels (purchased by the Committee) to make a wall of art, have Dan provide the CAMM films and have Bobby display/install the public art; seconded by Justin; passed unanimously.
- Lisa G will provide OC art students to curator the gallery.
- Frank and Lisa M will create an email detailing the wooden panel concept. Arpit will receive the concept designs from participating organizations.

B. Marketing/Promotions

- Tabled

C. Sponsorship/Fundraising

- Tabled

D. Youth Art Gallery

- Human Options Second Step – March
- EHS – April

4. NEW BUSINESS

Concerts in the Park Fairview Park from 5-8pm on July 2, 9, 16, 23, 30

- Lisa informed the Committee that the Art Cart has offered to do a mural painting with the youth at the July 9 concert (can be displayed at the July Art Walk) SOY has committed to the July 23 concert (chalk art or other craft) and Segerstrom will provide an artist at the July 30 concert.
- Lisa has contacted Love&art to conduct art projects for the July 16 concerts.
- Lisa can purchase 4th of July theme craft for the July 2 concert and a craft for the July 16 concert (if Love&art can't commit) (approximate cost \$150).
 - The CMHS cheerleaders offered to do face painting (approximately \$150).
 - Art Cart would like to know if the Committee can donate a couple canvases for the youth to paint on and provide them with the paint left over from the Art in the Park art project

5. COMMITTEE MEMBER COMMENTS

- Lisa G – Art History (Homer Odyssey) on April 5 at OCC

6. COUNCIL/STAFF COMMENTS

- None

7. ADJOURNMENT

- Meeting was adjourned by Frank at 9:15 pm.

Next Meeting: Thursday, April 11, 2013, at 6:45 pm located in City Hall Conference Room 1A