

*CITY OF COSTA MESA*  
**CULTURAL ARTS COMMITTEE**

*Minutes for Thursday, April 11, 2013*

**Present:** Frank Gutierrez, Kathleen Eric, Arpit Mehta, Irene Engard, Monica Morita and alternate Diana Gardiner

**Absent:** Justin Fox, Tony Manrique, Debora Wondercheck, Eddie Iniestra and alternate Lisa Grant

**Council/Staff Present:** Lisa McPherson and Bob Knapp; Council Member Genis absent

**1. CALL TO ORDER**

Frank called the meeting to order at 6:58 pm

**2. APPROVAL OF March 14, 2013 minutes**

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

**3. PUBLIC COMMENT**

Albert Stanchfield from SOCALPAPA wants to be involved with the Art Walk and the 60<sup>th</sup> Kick-Off event.

Amber Davies and Bobby Navarro are interested in the Committee.

**OLD BUSINESS**

**Subcommittee Reports**

**A. Special Events**

**1. 60<sup>th</sup> Anniversary update**

- Kick-Off event 6/28-30
- The Committee has commitments from (Volcom, Hurley, Location 1980, As Issued, Mesa Art and Framing, Engard Art, Kaykreative, SOY, OCC and Rock Harbor Church) to display art pieces during the 3-day event.
- Vanguard was contacted and they are unable to participate
- After spending a month trying to coordinate art for the 30x40 gallery tent, the Committee decided that each Costa Mesa organization participating would be offered a space and provided a 10x10 EZ-up for them to display; setup and tear down their art pieces.
- The Committee has also received a verbal commitment from (Location 1980, As Issued, SOY, Rock Harbor Church, Mesa Framing and Art and SOCALPAPA) to create murals (48" x 48" wooden panels) during the 3day event.

- The Committee discussed fronting the cost for the wooden panels and to purchasing some paint to assist with the volunteer artists costs.
- Irene made a motion to budget \$6,000 out of the \$7,650 for the Kick-Off event; seconded by Arpit; passed unanimously.
- Irene made a motion that panels sold at the Art Walk, 30% would go back to the organization/artist and 70% to the Committee's sponsorship program; seconded by Arpit; passed unanimously.

### **SOBECA Art Walk – ARTery at the LAB**

- Recap Tues, March 26, 6-10pm
  - Lisa sent an email blast out to the Artist Directory for artists to contact Frank if they were interested in displaying art.
  - Interested artists dropped off their art piece(s), completed an artist art tag and took their piece(s) home after the event.
  - An area of the ARTery was designated for Location 1980 to display art
- Next Art Walk - Tues, April 30, 6-10pm
  - Artery will be displaying Cal State Fullerton students "Ink and Paper" installation

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

- The event had a great turn out; attendance of about 200 people.
- The cost for the refreshments was \$252.50 (food \$102.94 and wine \$149.56)
- SOY provide free DJ music and live entertainment (blues guitar)
- Arpit took pictures and Jesse had a video created.
- Next Showcase will be at the ARTery on Sat, Oct 12 from 6-9pm

### **Arts in the Park – Estancia Park 12-4pm May 11, 2013**

- \$157.35 was spent on postcards for the event
- Daily Pilot ad for May 3 and 10 will cost \$750 (funds from 60<sup>th</sup> will be used)
- Monica made a motion not to exceed \$650 for Youth Canvas project - paint for the wooden panels (\$300) ( colors are yellow, red, blue, white and green) wooden panels (\$200) and other supplies (brushes, plates for paint and trash bags as paint covers \$120); seconded by Irene; passed unanimously
- The Committee reviewed the passport that will be used to encourage youth to visit each organization. Completed passports will be put in an hourly raffle; winners will receive a basic art supply set. Diana made a motion to purchase four basic art supply sets (not to exceed \$120); seconded by Irene; passed unanimously.
- Tony and Lisa will meet next week to design a location map for the organizations.

## **B. Marketing/Promotions**

- Committee logo redesign – tabled
- Marketing materials design – tabled

**C. Sponsorship/Fundraising**

- Tabled

**D. Youth Art Gallery**

- EHS – April
- Waldorf School – May

**4. NEW BUSINESS**

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

- Tabled

**5. COMMITTEE MEMBER COMMENTS**

- None

**6. COUNCIL/STAFF COMMENTS**

- None

**7. ADJOURNMENT**

- Meeting was adjourned by Frank at 8:43 pm.

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