

**CITY OF COSTA MESA  
CULTURAL ARTS COMMITTEE**

**Meeting Date December 12, 2013**

**MINUTES**

**1. CALL TO ORDER: 6:58pm by Frank**

Present: Kathleen Eric, Monica Morita, Irene Engard, Frank Gutierrez and Lisa Grant

Absent: Tony Manrique, Debora Wondercheck and alternate Diana Gardiner

Staff Present: Lisa McPherson

Council Member: Sandra Genis (absent)

**2. APPROVAL OF MINUTES**

Irene made a motion to approve the November 14, 2013 minutes, seconded by Monica; passed unanimously.

**3. PUBLIC COMMENT**

Marleen Sullivan, Operation Manager for the Arts & Learning Conservatory is interested in being involved with the Committee. She informed the Committee that Arts & Learning will be holding an Open House (1/19) from 2-5pm and holding auditions for “Kiss Me, Kate“ (1/11) and “The Wizard of Oz“ (2/8). They are also seeking a new venue for a performance stage since their lease is running out.

**4. OLD BUSINESS**

**A. Special Events**

**Arts in the Park**

- Tony will let Lisa M know which date works best for AABC (May 10 or 17).
- Once confirmed Lisa M will set up a meeting with the non-profits for 5:30pm on Thursday, January 9.
- Committee members Tony, Deborah and Irene will attend the meeting.
- Historical Society President Bob Palazzola discussed their involvement on providing vendors (Blacksmith, Leather Maker, Weaver, Wool Spinner, Wood Craver and Corn Husk Doll maker) and Adobe tours.
- Lisa will create a logistic map for the January 9 meeting.

SOBECA Art Walk – ARTery at the LAB

- Recap Tues, Nov 26, 6-10pm (Wooden Panels were displayed in the ARTery)
- Next – December “dark”
- Frank spoke to Alya at SOBECA about the Committee turning the ARTery into an “Art Lab”. The “Art Lab” would provide artists the opportunity of creating and displaying their art for a fixed amount of time as their studio. Possibility of starting out with 2 artists. Alya will discuss with Shaheen.
- Lisa will work on an “Artist Agreement” for the Committee to discuss at the January meeting.

**B. 2014 Goals and 2013 Accomplishments**

- The Committee discussed the following 2014 Goals and 2013 Accomplishments:

**2014 GOALS/OBJECTIVES:**

1. Continue to partner and collaborate with other organizations
  - CM non-profits will provide “Art in the Park” events, workshops and programs.
  - SOBECA’s “Art Lab” will display art in the ARTery and promote artists’ studio events.
  - Segerstrom’s “The Center Arts/Teach” will provide crafts for the Concerts in the Park series.
2. Develop and present at a City Council meeting an “Arts in Public Places Program.”
3. Obtain quantifiable feedback and measurements on events to apply and enhance future events.
4. Develop and implement an institutional marketing plan to raise visibility and awareness of the Cultural Arts Committee.
5. Redesign Committee logo.
6. Continue to seek sponsorship donations.
7. Staff Liaison continues to monitor and promote upcoming Committee and CM gallery/artist events on Facebook page.

**LONG TERM**

1. Permanent Community Art Center to display artwork and conduct performing arts of Costa Mesa artists.
2. Provide City Council with advice relative to issues relating to Cultural Arts.

**2013 ACCOMPLISHMENTS**

1) Artist Showcases

- 270 artists are emailed on upcoming Artist Showcases

*Artist Showcase XVII*

- Held at Location 1980 (1980 Placentia Avenue) on Saturday, March 16 from 6-9pm. All art was juried and 17 artists (7 new artists) exhibited juried selected piece(s) (31 pieces shown) of art. The venue

and entertainment was donated. SOY provided a DJ and live entertainment. Two hundred (200) people visited the showcase.

*Artist Showcase XVIII*

- Held at the ARTery located at the LAB (2930 Bristol Street) on Saturday, October 12 from 6-9pm. The thirty (30) wooden panels created at the 60<sup>th</sup> Anniversary event were displayed for a silent auction. Proceeds collected at the silent auction were divided between the artist/organization and the Committee (30% to the artist/organization and 70% to the Committee to provide sponsorship funds for youth art). The venue and entertainment was donated. Entertainment was provided by DJ Kaboom. SOY provided youth volunteers to set up and tear down the event as well as conduct live painting during the event. Wine Lab partnered with the committee on providing wine. One hundred people visited the showcase.
- 2) Held the second “Arts in the Park” event at Estancia Park on May 11 from 12-4pm. Nine (9) non-profits (All American Boys Choir, Arts and Learning, CMHS, Girls Inc, Love&Art, Historical Society, MIKA, Save Our Youth and Waldorf School of OC) provided crafts and their organizations information. All American Boys Choir, Arts and Learning, SOY and Waldorf School of OC provided entertainment. SOY participants painted the wooden panels for the Youth Art Gallery. AABC provided the stage and sound system and SOY provide a DJ. The Historical Society provided tours of the Adobe. Three hundred (300) people attended the event.
  - 3) Conducted an Art Walk during the three-day 60<sup>th</sup> Anniversary event. The Committee partnered with businesses and non-profits (As Issued, Engard Art, Kaykreative, Mesa Art and Framing, PangeaSeed West Coast, SOY and SOCALPAPA) to create live murals (48’x 48” wooden panels) during the event.
  - 4) Partnered with non-profits (Segerstrom’s “The Center Arts/Teach”, SOY and the Art Cart) to provide art activities at the Concerts in the Park series. The Committee donated face painting as well as other craft supplies for four (4) of the concerts.
  - 5) Partnered with SOBECA on the “Art Walk” event held the last Tuesday of each month from 6-10 p.m. The Committee assisted with providing art in the ARTery for the months of January, February, March, June, July, October and November.
  - 6) Youth Art Gallery booked for entire year.

Monica made a motion to approve the 2014 Goals and 2013 Accomplishments; seconded by Lisa G; passed unanimously.

**C. Arts in Public Places**

- Tabled to January meeting

**D. Marketing/Promotions**

Art Institute logo redesign and marketing materials

- Tony contacted the Arts Institute and informed them of the Committee's marketing request. He will contact them in early January to find out if they are interested in taking the request on as a class assignment.

**E. Sponsorship/Fundraising**

- Tabled

**F. Youth Art Gallery**

- Shalimar Learning Center – December
- SOY – January

**5. NEW BUSINESS**

- None

**6. COMMITTEE MEMBER COMMENTS**

- Lisa G
  - Looking for a venue during March-May for the “The Book Art Show”.

**7. COUNCIL/STAFF COMMENTS**

- None

**8. ADJOURNMENT**

- Meeting adjourned by Frank at 8:15 p.m.

Next meeting January 9 at 6:45pm in 1A City Hall