

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

Minutes for Thursday, April 12, 2007 at 6:30 p.m.

1. **CALL TO ORDER** at 6:41 p.m. by Dennis Crane
Members Present: Ryan Baron, Peter Becker, Chris Bunyan, Dennis Crane, Kathleen Eric, Monet Quick
Members Absent: Nancy Clark, Frank Gutierrez, Caryn Kallal
Staff Present: Lisa McPherson
Council: None
2. **APPROVAL OF MINUTES:** Motion for approval of Feb. 8, 2007 minutes by Peter, second by Kathleen. All approved.
3. **PUBLIC COMMENT:** None
4. **OLD BUSINESS**
 - A. Artist Showcase – the committee discussed the March 10, 2007 showcase held at The Lab
 - The showcase went extremely well. All but one artist filled their gallery timeslot. One artist sold her piece off the wall while she was staffing the gallery and she replaced it with another piece. Another artist sold his piece, but after the show was over.
 - Committee discussed pros and cons of taking a percentage of artist sales. Suggestion was that if percentage was collected, it would go to the gallery as a suggested donation instead of a percentage to the Committee. Discussion was tabled for next committee meeting under New Business.
 - Food/Wine – one case of wine was leftover. Food was popular and the space where it was located worked well. Waterpointe, one of the event’s sponsors, was happy with the event. Clean-up went well. Dennis patched up a wall.
 - Publicity – there were nice ads in the Daily Pilot. Lisa received lots of return postcards. Committee discussed the cost effectiveness of discontinuing the postcards sent to artists not in the Showcase and the possibility of using email only. Committee discussed use of an artist image with artist permission for the next Showcases postcard.
 - Next Showcase – August 11 was agreed upon as the tentative date for the next Showcase. Committee discussed the planning that would be needed for one large Showcase where 3-4 establishments could be utilized. Suggested location could be a hanging at Waterpointe homes, Triangle Square and IKEA. IKEA has offered its space up for a one day or one week display.
 - B. Artist Directory – Committee discussed Artist Directory. Dennis provided several city brochures as examples. Peter suggested piggybacking off

someone else for purposes of time and money. Kathleen noted a monthly directory that features all OC artists. Committee discussed keeping the Directory to Costa Mesa artists or putting emphasis on artists throughout the county. Dennis asked if the committee would keep amateurs in the Directory or adding professionals. Lisa commented that a majority of the directory artists were amateurs. Chris asked how the committee would break down the directory – fine arts, performance arts, etc. Monet suggested designations. Kathleen suggested getting entire committee to discuss at next meeting.

- C. Performing Arts Showcase – Committee generally discussed the incorporation of performing arts in future showcases. Discussion was tabled for next committee meeting.

5. **NEW BUSINESS**

A. Artist Showcase Timeline

- Committee discussed the annual timeline put together by Lisa. Dennis suggested putting showcase timeline together in April of every year. Lisa suggested using a set schedule of showcases by month even if a specific date wasn't picked. Dennis said that the committee members should email Lisa with suggestions on the timeline.

B. Budget Update

- Lisa provided a budget update that was submitted for Fiscal Year 07-08 (\$1500 on food, \$400 on sound equipment, \$1200 on entertainment, with 20 hours of Recreation staff time).

C. Tewinkle Park

- Committee discussed putting an artist sculpture at Tewinkle Park. Previous open call and bids were too high. Dennis had designed a model geometric sculpture consisting of three modern, gender-neutral persons in a spinning pose. Dennis is asking Orange Coast College if students could build the model into a large sculpture using sheet metal, and that the committee would pay for materials and transport. Ryan asked if the City Council could waive some of the RFP requirements such as indemnification and insurance due to the costs on the artists. Committee agreed to table the discussion for next meeting.

6. **COMMITTEE MEMBER COMMENTS**

- Monet discussed upcoming events at The Lab including ISM, “From Trash to Treasure” exhibit and an Earth Day celebration on April 22. Peter discussed volunteer efforts for the Newport Beach Film Festival.

7. **COUNCIL/STAFF COMMENTS**

- None

8. **ADJOURNMENT**

- The meeting was adjourned by Dennis at 8:15 p.m.

9. NEXT MEETING

- Room 1A at City Hall, May 10, 2007 at 6:30 p.m.