

**CITY OF COSTA MESA  
CULTURAL ARTS COMMITTEE**

**Minutes for Thursday, June 14, 2007 at 6:30 p.m.**

1. **CALL TO ORDER** at 6:37 p.m. by Dennis Crane  
**Members Present:** Louise Arnold, Ryan Baron, Peter Becker, Chris Bunyan, Dennis Crane, Kathleen Eric, Frank Gutierrez, Caryn Kallal, Diane Doyle (alternate)  
**Members Absent:** Nancy Clark and Monet Quick (excused)  
**Staff Present:** Jana Ransom, Lisa McPherson  
**Council:** Eric Bever, absent
  
2. **APPROVAL OF MINUTES:** Motion for approval of May 10, 2007 minutes by Ryan, second by Chris. Approved unanimously.
  
3. **PUBLIC COMMENT:** Owners of Evocal, Beverly and Brett Walker, were present to discuss Evocal's involvement in the August 11 Artist Showcase. Evocal will be assisting the Committee by selecting musicians for the Showcase and helping with promotional materials.
  
4. **OLD BUSINESS**
  - A. Artist Showcase VI – Saturday, Aug. 11, 6-10pm, Triangle Square
    1. Location – Showcase will focus on fine arts with some performance art like dance or poetry. Diane, Louisa and Caryn agreed to find and select one to two performance artists for the upcoming Showcase. Louisa suggested performers from the Costa Mesa Civic Playhouse. Caryn said that the artists could use the stage but not the sound system. The Committee will conduct a walk-through of the site at the Aug. 9 meeting. Showcase artists will be allowed two pieces per artist with total quantity depending on installation needs. Frank will need more than one day to hang art due to the increased number of pieces. Cleaning will be done through a hired cleaning crew.
    2. Refreshments - Peter solicited Chronic Cantina to provide food. Chris obtained a discounted price menu from the Yard House. Cases of water could be obtained through the Water District.
    3. Music – Evocal will assist with obtaining musicians. By unanimous vote on the budget, Evocal will be allotted a \$500 budget. Evocal has access to lots of artists and musicians through its business.
    4. Sponsorship – Peter secured \$1000 in total donations from Waterpointe Homes and Patterson Construction.
    5. Publicity – Committee agreed to not publish the postcard in the Daily Pilot but allotting the savings to Evocal for musicians in order to get a better draw. Lisa will contact the Daily Pilot about the event so it can be announced in the free Promotions Calendar.

6. Committee duties checklist – Lisa and Dennis put together a Showcase checklist that will help with planning and tracking what the Committee has agreed upon.
  7. Invitations and reply cards - Chris and Evocal agreed to assist one another with postcards that would advertise the events and street teams that could place postcards in various shops and businesses. Artists will have until July 9 for submission of digital photos to be selected by the Committee at July 12 meeting.
  8. Budget – The committee discussed and voted upon the Showcase budget agreeing to increase funds for refreshments and musicians due to additional sponsorship and article savings. Total budget agreed upon was \$1243 with \$500 left for the committee to discuss over the next two meetings. Budget was motioned by Peter, second by Chris, and unanimously approved.
- B. Artist Directory – Discussion tabled for future date. Directory funds were cut due to fiscal year budget issues.
  - C. Performing Arts Showcase – Discussion tabled for future date as some performing arts may be part of the Artist Showcase VI.
  - D. Tewinkle Sculpture – Discussion tabled for future date. Committee agreed to set Aug. 1 as the deadline for other sculpture submissions.

**5. NEW BUSINESS**

- Louisa discussed the possibility of funding or work with the Costa Mesa Civic Playhouse.
- Dennis proposed using a featured artists for future showcases

**6. COMMITTEE MEMBER COMMENTS**

- Frank discussed the Westside Business Culture Launch Party at Bernard St. This big event is promoted by several Westside businesses.

**7. COUNCIL/STAFF COMMENTS**

- Jana made the Committee aware of the City budget hearing on July 19 so that interested members could show support.

**8. ADJOURNMENT**

- The meeting was adjourned by Dennis at 8:25 p.m.

**9. NEXT MEETING**

- Room 1A at City Hall, July 12, 2007 at 6:30 p.m.