

CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE

Minutes for Thursday January 10, 2013

Present: Kathleen Eric, Tony Manrique, Monica Morita, Arpit Mehta, Irene Engard, Eddie Iniestra, Debora Wondercheck and alternate Lisa Grant

Absent: Justin Fox, Frank Gutierrez and alternate Diana Gardiner

Council/Staff Present: Lisa McPherson

1. CALL TO ORDER

Lisa called the meeting to order at 6:48 pm

2. APPROVAL OF December 13, 2012 minutes

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

3. PUBLIC COMMENT

Irma and Jorgen Moller – Costa Mesa residents interested in the Committee

4. OLD BUSINESS

Subcommittee Reports

A. 2013 Goals and 2012 Accomplishments

Monica made a motion to approve the 2013 Goals and 2012 Accomplishments; seconded by Irene; passed unanimously

2013 Goals

1. Continue to partner and collaborate with other organizations
 - CM non-profits will provide “Arts in the Park” events, workshops and programs
 - SOBECA’s monthly Art Walks will display art in the ARTery and promote the event
 - Segerstrom’s “The Center Arts/Teach” will provide crafts for the Concerts in the Park series and at “Arts in the Park”
- A. Conduct two juried Artist Showcases
 - Incorporate performing arts at each Artist Showcase
 - Integrate local businesses and galleries involvement in each Artist Showcase
3. To 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. Implement and maintain an Artist and Gallery Association
 - Directory of Costa Mesa Artists (free membership- includes artists name; art media; email address and website info)
 - Networking opportunities for Costa Mesa artists and gallery owners (meet & greet mixers at CM galleries or CM businesses)
 - Directory map of Costa Mesa galleries and event advertisement
6. Redesign committee logo
7. Continue to seek sponsorship and donations
8. 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

2012 ACCOMPLISHMENTS

1) Artist Showcases

- 270 artists were emailed on upcoming Artist Showcases

Artist Showcase XV

- Held at Whittier Law School (3333 Harbor Blvd) on Saturday, April 21 from 6-9 pm. All art was juried and 21 artists (10 new artists) exhibited juried selected piece(s) (45 pieces shown) of art. A featured artist was selected to use their art piece as the graphics for the flyer and allowed to display all three submitted pieces. Mesa Art and Framing, Location 1980 and Engard Arts displayed pieces. The venue and entertainment were donated. Entertainment provided by SCFTA (drum circle) was very popular and interactive. SCFTA had a table to promote their events. SOY provided youth volunteers to set up and tear down the event. 200 people visited the showcase.

Artist Showcase XVI

- Held at the ARTery located at the LAB (2930 Bristol Street) on Saturday, October 20 from 6-9 pm. All art was juried and 22 artists (13 new artists) exhibited juried selected piece(s) (75 pieces shown) of art. A featured artist was selected to use their art piece as the graphics for the flyer and allowed to display all three submitted pieces. Mesa Art and Location 1980 displayed pieces. The venue and entertainment were donated. Entertainment was provided by DJ Kaboom. SOY provided youth volunteers to tear down the event. Wine Lab partnered with the committee on providing wine and a sommelier. 225 people visited the showcase.

2) Held the first “Arts in the Park” event at Estancia Park on August 25 from 9 am-12 pm. Seven non-profits (All American Boys Choir, Arts and Learning, Cultural Arts Committee, Human Options, Love&Art, Segerstrom’s “The Center Arts/Teach” and Save Our Youth) provided crafts and their organization’s information. All American Boys Choir and Arts and Learning provided 45-minute visual performances. Location 1980 provided a live artist. One hundred people attended the event.

- 3) Partnered with Segerstrom's "The Center Arts/Teach" to provide two craft artists and donated face painting as well as other craft supplies for three of the concerts during the summer Concerts in the Park series.
- 4) Partnered with SOBECA on the "Art Walk" event held the last Tuesday of each month. The first "Art Walk" was on Tuesday, November 27 from 6-10 pm located at the LAB and CAMP. The Committee assisted with providing artists for the event as well as displaying art in the ARTery. Entertainment was provided by DJ Kaboom. SOY provided youth volunteers to assist with the event.
- 5) Youth Art Gallery booked for entire year

B. Special Events

1. **SOBECA Art Walk** – ARTery at the LAB on Tuesday, January 29, 2013, 6-10 pm
 - Frank is working on obtaining artist for the ARTery
 - Irene and Frank are working on adding more art on easels outside the ARTery
 - Eddie will DJ
 - Better signage for the ARTery; created by SOY participants
2. **Artist Showcase XVII** – Location 1980 6-9 pm on Sat., March 16, 2013
 - Featured Artist Jessie Fortune, Location 1980 curator
 - Lisa will blast the Call for Artists on Friday 1/11
 - Deadline for submitted art Friday, 2/8
 - Jury Committee: Jessie, Arpit and Irene; Kathleen will be an alternate if needed
 - Lisa G and Arpit will find performance artists to volunteer their talents
3. **Arts in the Park** – Estancia Park 12-4 pm, May 11, 2013
 - AABC, Arts&Learning, SOY, CMHS/EHS, Love&Art, Girls Inc, MIKA and Boys and Girls Club have committed to participating. Waldorf and the Center's Art Teach will let Lisa know by the end of January if they can participate. Human Options and Shalimar Learning Center is unable to attend.
 - A planning meeting was held before the meeting at 5:30. The following was discuss
 - Purpose is to raise awareness of youth groups within our community and provide a fundraiser and networking opportunity amongst the non-profits youth organizations.
 - **Main focus will be to market and promote** the free community family event to receive large attendance at the event. FREE arts, crafts music, live DJ, and great performances with the Adobe House open to the public.
 - More and better advisement is essential; start advertising in March
 - Create a passport so youth are encourage to attend each organizations booth; each organization will give a sticker and once the youth has created all the stickers, then they can be entered into a raffle drawing;

- Five organizations will be given a 45-minute performance slot (15 minutes to set up and 25-30 minutes to perform)
 - Tony will handle the performance schedule
 - Eddie (2012 OC DJ) will DJ during setups
 - AABC will provide performance area equipment
- Organizations will be given a map for them to setup their own table, chairs, EZ ups, and materials to provide Mother's Day themed craft
- Use two of the City's generators for performance area
- Use Estancia storage room for a dressing room
- Lisa G will conduct the Cultural Arts Committee arts project
- A second planning meeting will be scheduled at 5:30pm on March 14 to finalize the event

4. **60th Anniversary**

- Frank is going to nominate himself for the arts program committee.
- The committee discussed some ideas for the art program
 - Ask for some funding to
 - Have youth create small art pieces at the Arts in the Park
 - Assist in cost to advertise May-Dec Committee Art events in the Daily Pilot, purchasing postcards for the May's Arts in the Park, May-Dec Art Walk and Oct's Artist Showcase
 - Art materials for ROCKS participants to create art for the July Youth Art Gallery
 - Printing cost for the Historical Preservation coloring books and purchase a small pack of crayons to be distributed at events throughout the year
 - Paint Mob idea (have artists paint different places around CM) and competition with money awards
 - Closing ceremony at OCC, showcasing student art projects, films and reception using OCC culinary school
 - Possibility for OCC art exhibition, film series and reception
 - Have a Costa Mesa feature artist, Frank is suggesting Scott Kenny (a 60-year-old Costa Mesa artist)
 - Partner with SOBECA on expanding the July Art Walk onto Randolph street (small street fair with live music, art performances and live art)
 - Subcommittees were discussed; Frank is the only one on the Art programs committee; subcommittees will meet before the January 17 meeting.
- Opening ceremony planned for June 29th (6/29/53 was the day Costa Mesa was incorporated)

B. Marketing/Promotions

- The Committee discussed some ideas and Arpit will provide a mock-up design of the ideas discussed at the February meeting.

C. Sponsorship/Fundraising

- No report

D. Youth Art Gallery

- SOY – January
- Recreation Teen program- February

5. NEW BUSINESS

- None

6. COMMITTEE MEMBER COMMENTS

- Debora- Arts & Learning will have their grand opening on Sun 1/13
- Monica made motion to move the Feb 14 meeting to Feb 13 at 5:30 pm; seconded by Arpit; passed unanimously

7. COUNCIL/STAFF COMMENTS

- None

8. ADJOURNMENT

- Meeting was adjourned at 8:35 pm.

Next Meeting: Wednesday, Feb. 13, 2013, at 5:30 pm located in City Hall Conference Room 1A