



# Cultural Arts Commission Agenda

March 13, 2012 – 6:00 p.m.

## Regular Meeting

**Evelyn Lawrence**  
Chair

**Daniel Davis**  
Vice Chair

**Allan Stark**  
Commissioner

**Thea Bullock**  
Commissioner

**Elizabeth Dewey**  
Commissioner

**William Heaton**  
Commissioner

**Marsha Mulrone**  
Commissioner

**Yahaira Ortiz**  
Commissioner

**LeeAndrah Silva**  
Commissioner

### Procedures for Addressing the Cultural Commission

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the recording secretary BEFORE that portion of the agenda is called.

The Cultural Arts Commission encourages free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, Cultural Arts Commission discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COMMISSION IS IN SESSION.

### Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (714) 993-8184. Notification 48 hours prior to the meeting will generally enable City staff to make reasonable arrangements to ensure accessibility.  
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Persons who have questions concerning any agenda item may call the Community Services Department, (714) 993-8184, to make inquiry concerning the nature of the item described on the agenda.

In compliance with Senate Bill 343, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

**City of Placentia**  
401 E Chapman Avenue  
City of Placentia, CA 92870

**Community Services**  
Department  
Phone: (714) 993-8184  
Fax: (714) 961-0283  
Website: [www.placentia.org](http://www.placentia.org)

# Cultural Arts Commission

## March 13, 2012

### REGULAR MEETING

6:00 p.m. – Placentia City Hall

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#### MEETING CALLED TO ORDER

**ROLL CALL:** Chair / Commissioner Lawrence  
Vice Chair / Commissioner Davis  
Commissioner Bullock  
Commissioner Dewey  
Commissioner Heaton  
Commissioner Mulroney  
Commissioner Ortiz  
Commissioner Silva  
Commissioner Stark

#### PLEDGE OF ALLEGIANCE

#### ORAL COMMUNICATIONS

At this time the public is invited to address the Cultural Arts Commission concerning any agenda item, which is not a public hearing item or other items under the jurisdiction of the Cultural Arts Commission.

#### COMMISSIONER COMMENTS AND REPORTS

The purpose of these reports is to provide information on projects and programs that are discussed at sub-committee meetings. No decisions are to be made on these issues. If a Commission member would like formal action on any of the discussed items, it will be placed on a future Commission Agenda.

#### CULTURAL ARTS AGENDA

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1. **Approval of Minutes** - February 14, 2012
2. **Photography Contest** - Commission to discuss planning the 2012 Photography Contest.
3. **Strategic Planning**- Subcommittee to share ideas from meeting with Commission.
4. **Concerts in the Park 2012** - Commission to discuss moving forward with the 2012 Concert Series.
5. **Agenda Building and Meeting Schedule** - Commission to review agenda items and schedule upcoming meetings.

## STAFF COMMENTS

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### ADJOURNMENT

The Cultural Arts Commission Adjourn to a Regular Meeting on Tuesday, April 10, 2012 at 6:00 p.m. in the front conference room, located at City Hall, 401 E Chapman Avenue, Placentia.

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### CERTIFICATION OF POSTING

I, Jonathan Nicks, Deputy Director of Community Services, hereby certify that the Agenda for March 13, 2012 meeting of the Cultural Arts Commission was posted on March 8, 2012.



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Jonathan Nicks

Deputy Director of Community Services

MINUTES - PLACENTIA CULTURAL ARTS COMMISSION  
REGULAR MEETING OF FEBRUARY 14, 2012  
COMMUNITY MEETING ROOM

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The regular meeting was called to order at 6:00 p.m.

**ROLL CALL** Present: Lawrence, Davis, Stark, Heaton, Mulroney  
Absent: Mulroney, Bullock  
Late Arrival: Dewey, Silva  
Staff: Felipe Zambrano, C.S. Coordinator  
Jon Nicks, Recreation Services Manager

**PLEDGE OF ALLEGIANCE** – Commissioner Lawrence led the Commission on the Pledge of Allegiance.

**ORAL COMMUNICATIONS** – Angela Waternon, Mercedes Galante, Gerrie Medeiros, from the Yorba Linda Arts Alliance made an unofficial appearance. Angela Waternon informed the committee that the Yorba Linda City Council had voted against building a Performing Arts Center in Yorba Linda and wanted to gather information on how other cities conduct their meetings. Commissioner Lawrence announced that the committee receives a great reaction from City Council and stated that the City Administrator, Troy L. Butzlaff, is very open about any planning taking place. Commissioner Stark stated that the reason for good communication is due to the familiarity with city staff and city council. Angela Waternon questioned if the City of Placentia would have a use for a Performing Arts Center? Commissioner Lawrence responded that the City of Placentia would have multiple uses for a Performing Arts Building and also suggested that they change the name to include Cultural and Performing Arts Center.

**COMMISSIONER'S COMMENTS AND REPORTS** – Commissioner Stark reported that he had unfortunately missed the photography contest subcommittee meetings but from his understanding the photography contest is moving along. Commissioner Lawrence reported that both committees for Concerts in the Park had met and agreement had been made making Commissioner Silva the chair of the nonmusical activities and Commissioner Davis the chair of the music in assistance of Commissioner Dewey and Commissioner Lawrence.

1. **Approval of Minutes** – January 10, 2012

**MOTION** by Commissioner Heaton to approve the minutes on January 10, 2012; **SECOND** by Commissioner Stark and **CARRIED** by **7-0-2-0 VOICE VOTE** (Commissioner Bullock and Mulroney absent).

2. **C.A.P.E.S. Discussion** – Commissioner Davis explained that the program is fundraised through the Summer Concerts and it is a chance drawing. Commissioner Davis also stated that due to the cut backs in school funding the Cultural Arts Commission has decided to provide grant opportunity to teachers in the Placentia-Yorba Linda Unified School District in any art related project. Commissioner Lawrence informed the guest that the Cultural Arts Commission used to provide scholarships to individuals prior to providing the grants to teachers. Commissioner Stark stated that the change was due to the unsatisfactory

feedback received once the scholarship was granted to individuals. Commissioner Lawrence stated that C.A.P.E.S stands for Cultural Arts Program for Every Student. Commissioner Stark stated that recognition to grant winners is conducted and distributed at a City Council Meeting. Commissioner Davis stated that nine grants were awarded this year for a total of \$4,032.76 and seven out of the nine were able to attend the recognition. Staff Zambrano stated that a teacher who received a grant last year brought in a poster to demonstrate what they had accomplished with the money.

3. **Photography Contest** – Commissioner Stark informed the committee that the application itself isn't a concern but the actions of how it will be distributed is. Commissioner Stark stated the winners are chosen by the Committee and receive their award at a City Council meeting. Commissioner Stark stated that the first, second, and third place winners' pictures are displayed at City Hall.

**MOTION:** Commissioner Heaton Motioned the Pre-Approval of the Photography Contest; Second by Commissioner Davis and **CARRIED** by **7-0-2-0 VOICE VOTE** (Bullock and Mulroneu absent).

4. **Concerts in the Park** – Commissioner Davis reported that the Diamond Bar Band Review had many great performers. Commissioner Davis received a list of ten to twelve top picks from Staff Zambrano, Commissioner Lawrence and Commissioner Dewey. Commissioner Davis and Commissioner Dewey met and created a list of the top eight bands and five alternatives for Concerts in the Park. The top eight bands that will be contacted with the announcement that they have been selected to perform at the Concerts in the Park for 2012 will be: Open Wide, Upstream, Woodie & The Longboards, Placentia Symphonic Band, The Swing Cats, Aquarius and The All-American Wranglers. The top five alternatives are The Answer To Classic Rock, Boxcar 7, Southland, Jazz Harpist, and Custom Made Band & Show. Commissioner Lawrence opened up the meeting for discussion on the bands. Commissioner Heaton questioned why the Placentia Symphonic Band was on the list due to the fact that Commissioner Davis is a member. Commissioner Davis responded by saying that the Placentia Symphonic Band is one of the best concert bands and it will add the variety that Concerts in the Park needs. Commissioner Stark would prefer to see The Answer To Classic Rock in the top eight lists instead of it being an alternative. Commissioner Davis responded by stating that Woodie & The Longboards has a better instrumental part than the couple of other bands that performed the same type of music. Commissioner Lawrence informed the guest that after each concert evaluation sheets are distributed to receive concert in the park attendants' feedback on the band of that evening. Commissioner Lawrence informed the committee that before attending the meeting to select the bands Commissioner Lawrence reads the reviews and it influences her decision when making band selections. Commissioner Lawrence suggested that The Answer To Classic Rock be part of the top eight bands' list due to the fact that they have their own sponsor, can pass out items and received positive feedback from other cities. The list was accepted by the members and Commissioner Lawrence will be contacting the bands to set a date for their performance.

**MOTION:** Commissioner Bill motioned the approval of the bands; Second by Commissioner Stark and **CARRIED** by **7-0-2-0 VOICE VOTE** (Bullock and Mulroneu absent).

Commissioner Silva suggested that there should be an audition for Master of Ceremony for next summer and not assume that Miss. Placentia will be the Master of Ceremony due to the fact that public speaking might not be their strong suit. Commissioner Silva also suggested that there should be more training for ticket sale volunteers. Commissioner Heaton agrees that there is a need for better training but Commissioner Silva should bring to the committee a better developed idea. Commissioner Silva also suggested that better advertisement is needed. Commissioner Silva suggested the idea of filling the background of the stage with sponsors' names and also printing the sponsors' name on the back of the concerts' evaluation sheets. Staff Zambrano suggested that a better development of this idea is needed so that appropriate recognition is given to sponsors. Commissioner Silva suggested that it would be a great opportunity for high school students to redesign the Cultural Arts logo. Commissioner Lawrence suggested Commissioner Silva further develop the ideas and report back for possible changes in future years.

5. **Agenda Building and Meeting Schedule** – Commissioner Lawrence stated that there is a need for a Strategic Planning Meeting and Commissioner Davis, Commissioner Dewey and Commissioner Heaton's presence is necessary to discuss fundraising ideas. Commissioner Davis stated that he will contact Commissioner Bullock and Commissioner Mulroney to set up a date to discuss and finalize the Photography Contest flyer. Commissioner Davis announced that the Photography Contest flyer will be finalized in the next couple weeks.

**STAFF COMMENTS** – Staff Zambrano informed the committee that the Santa Fe Merchants presented a presentation at the Council Meeting and thanked all sponsors who helped make their event possible. Staff Zambrano accepted a certificate that was awarded to the Cultural Arts Commission that thanked them for helping the Santa Fe Merchants conduct their Annual Tamale and Posada Festival.

**ADJOURNMENT** – There being no further business, a **MOTION** by Commissioner Lawrence to adjourn to a regular meeting on Tuesday, March 13 at 6:00 p.m.; **SECOND** by Commissioner Heaton and **CARRIED** by a **7-0-2-0 VOICE VOTE** (Mulroney and Bullock absent). The meeting adjourned at 7:13 p.m.



Veronica Cervantes  
Community Services Department