

Cultural Arts Commission Minutes February 13, 2018

REGULAR MEETING
6:00 p.m. – Placentia City Hall

MEETING CALLED TO ORDER at 6:02pm

ROLL CALL: **Present:** Commissioner Coward, and Commissioner LaBorde, Commissioner Womack.
Staff: Director of Community Services Sandra Gonzalez, Community Services Supervisor Veronica Ortiz, Community Services Office Assistant Joanna Contreras Program Coordinator Jazmine Alvarado
Guests: Kathryn Baldwin, Joe Rasic, and Vivian Perez
Absent: Commissioner Muldoon

PLEDGE OF ALLEGIANCE

ORAL COMMUNICATIONS

Chamber of Commerce representatives Kathryn Baldwin and Joe Rasic spoke to the commission and expressed interest in continuing to partner for the Taste of the Town event. The Chamber will continue to cover the band cost. The Taste of the Town event will coincide with the last Concert in the Park, tentatively scheduled to take place on August 16, 2018.

Placentia Community Foundation representative, Vivian Perez, expressed interest in supporting and collaborating with the commission for the Concert in the Park events summer 2018. PCF would like to add a “Wine and Brew” element to the concerts. PCF would like to be present at every concert except the Taste of the Town event. Other ideas for the partnership would be PCF to provide advertisement through social media, raffle prizes, sponsorship of a VIP concert area, and PCF to organize a Specialty Night i.e.: Keep the Cup.

COMMISSIONER COMMENTS AND REPORTS

Banner to be displayed at Concerts in the Park.

CULTURAL ARTS AGENDA

1. **Election of Officers**

Commissioner Muldoon was absent. The election of officers was tabled until the next meeting.

2. **Approval of Minutes**

The approval of minutes for January 9, 2018 was tabled until the next meeting. Commissioner Muldoon was absent.

3. **Fountain Project**

Commissioner Womack provided an update of the Fountain Project and offered a few corrections. Valencia High school and their students are the only ones involved in the project. In regards to funding, the commission would be willing to assist in purchasing glaze, grout, and cement for instillation for the tiles. Commissioner Womack estimated spending \$200-\$300 on the supplies. Commissioner Womack submitted the project application for the Love Placentia Day. Commissioner Womack and Ryan Reich, Valencia's ceramics teacher, will be the project leaders for the Love Placentia day event.

4. **Photo Contest**

Community Services Coordinator, Felipe Zambrano offered an update on the Photo Contest. The flyers have been printed and distributed and have been posted on all of Placentia's social media accounts. Commissioner Coward asked that we do a reminder of the Photo Contest, two weeks prior to the deadline prior, across all social media platforms.

5. **Art Walk**

Community Services Supervisor, Veronica Ortiz offered an update. Commissioner Womack is planning on visiting Art Walks in surrounding cities and possibly generating some contacts to gather information and suggestions on starting an art walk in Placentia. This will stay on the agenda for discussion and follow up at the next meeting.

6. **New Logo**

The Commission reviewed and agreed on the "modern" logo. Commissioner Womack will supply a vectorized file for City staff to create marketing items.

7. **Marketing Options**

Commissioner Coward recommended that the commission get new shirts once the new logo is established. It should be a collared golf shirt and would bring uniformity and help identify the members when at events. The commission would also like to get business cards with a blank line for commissioners to fill in their names. The City's address and phone number will be on the business cards. The commission

agreed on a light blue for the shirts. The commission would like to create banners to be displayed at the Concerts in the Park.

8. Concerts in the Park

Placentia Chamber of Commerce to assist with picking the band that they will sponsor at the Taste of the Town event. Commissioner Coward suggests that the PCC select Soto, No Duh, or Kelly Rae Band as they draw a big crowd. Commissioner Coward suggested that during the Taste of the Town, the wine and beer section be moved for this year's event. The section was placed behind the band and viewing was difficult.

It was decided that the Placentia Community Foundation may attend two concerts on a trial run basis. They will be given permission to do any of the fundraising ideas they expressed.

The commission and City staff expressed interest in getting any of the following bands for the 2018 Summer Concert series: Graceband, Kelly Rae Band, Mark Easterday, Upstream, The Darden Sisters, Soto, and Hit Me 90's. The Commission will allow the PCC to choose their band first and then the Commission will fill in the slots with the remaining bands.

9. Agenda Building

Concerts, Fountain Project, Photo Contest, Art walk, New Logo, Marketing Options

STAFF COMMENTS

None.

ADJOURNMENT

A motion to adjourn was made by Commissioner Laborde and seconded by Commissioner Womack. The meeting adjourned at 7:34pm. The Cultural Arts Commission Adjourn to a regular meeting on Tuesday, March 13, 2018 at 6:00pm in the front conference room, located at City Hall, 401 E Chapman Avenue, Placentia.