

MINUTES - PLACENTIA CULTURAL ARTS COMMISSION
REGULAR MEETING OF FEBRUARY 8, 2011
COMMUNITY MEETING ROOM

The regular meeting was called to order at 6:01 p.m.

ROLL CALL Present: Bullock, Dewey, Heaton, Lawrence, Mulroney, Stark
Absent: Davis
Staff: Mike Kudron, Community Services Manager
Felipe Zambrano, C.S. Coordinator

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

ORAL COMMUNICATIONS – None in attendance.

COMMISSIONER'S COMMENTS AND REPORTS – Commissioner Stark reported that he had attended the Placita Santa Fe Merchants meeting and they discussed the following: there is an ongoing anti-graffiti program and police are monitoring and enforcing re-institution when taggers are caught; the State of the City is scheduled on February 24 at noon at the Alta Vista Country Club; the State of California is trying to get a vote to go after Cities' Redevelopment funds; the Chief of Police has retired, but he will act as an interim Chief until one is hired; the Las Posadas event drew approximately 15,000 people and was a great success for the Placita Santa Fe Merchants; Tlaquepaque Restaurant is hosting a Chamber of Commerce mixer on February 10, 2011.

1. Approval of Minutes – January 11, 2011

MOTION by Commissioner Stark to approve the minutes of January 11, 2011 as submitted; **SECOND** by Commissioner Dewey and **CARRIED** by a **6-0-0-1 VOICE VOTE** (Heaton Abstained).

- 2. CAPES Presentation Review** - Commissioner Davis reported four of the recipients were in attendance at the City Council presentation and it was a very positive experience. Staff Zambrano indicated the award checks will be personally delivered to the schools. Commissioner Stark recommended that pictures of the completed projects be required as proof that they were completed. Staff Kudron suggested that the application include an e-mail address so that communication with the teachers will be easier and they can also e-mail their pictures.
- 3. Scooters Jungle Sponsorship** – Commissioner Lawrence stated that she has not been successful in communicating with the PTA president; her e-mail was never answered. Commissioner Bullock will provide the name of the PTA president for Sierra Vista School.
- 4. Branding Efforts** - Subcommittee Bullock reported that the subcommittee had met and discussed concepts that would help represent Placentia. The next step will be to contact art students and local artists to get their input regarding fonts, color pallets and a simplified identifiable logo to be used on stationery, t-shirts, etc. Student Ashley Davis has volunteered to be part of this process. Staff Kudron has information on what other cities

have done and will e-mail it to the subcommittee. He added that the original idea was to create a contest and have the Cultural Arts Commission develop the guidelines. Commissioner Bullock indicated that the subcommittee's goal is to put together the style, font, colors, and a recognizable symbol that represents and showcases Placentia. This concept can then be further developed since Placentia currently does not have an iconic symbol that people recognize. These basic requirements are necessary so that people know what to design to.

5. **Photo Contest** – Commissioner Stark apologized for not being able to meet with the subcommittee. He did try to talk to the High Schools' Principals, but his calls have not been returned. Staff Kudron mentioned that the new spring Placentia Quarterly does already include an article promoting the Photography Contest and based on previous discussion, the flyer was also updated as a draft to include "Life in Placentia" as one of the categories.
6. **Concerts in the Park 2011** – Commissioner Lawrence reported that she had spent time reading previous concerts' evaluations and some of the suggestions included: offer a variety of food, corn on the cob and kettle corn is always well received; have the American flag at each concert; suggestion to have each concert go longer. Overall, the evaluations were complimentary of the concert series. Commissioner Lawrence recommended that since this year's concerts start on June 30th, that the concert on July 7th be considered the July 4th celebration and that the U.S. Marine Band may be appropriate for this concert. After further discussion, it was agreed that from a list of 18 preselected bands, a total of 8 will be chosen. Food and craft applications are finalized and they will be mailed next week.

Commissioner Lawrence mentioned that she will still like to see about providing a dance platform area by the stage so that people can dance. Staff Kudron indicated that unfortunately, Visions Lighting will be moving out of the city and it will become difficult to have them as sponsors in the future.

7. **Agenda Building and Meeting Schedule** – Items for next agenda will include, Scooters Jungle Sponsorship, Branding Efforts, Photo Contest Report, and Concerts in the Park Discussion.

STAFF COMMENTS – Staff Kudron announced that the Spring Placentia Quarterly is out and should be delivered to all residents in the next few days.

ADJOURNMENT - There being no further business, a **MOTION** by Commissioner Davis to adjourn to a regular meeting on Tuesday, March 8, 2011 at 6:00 p.m.; **SECOND** by Commissioner Stark and **CARRIED** by a **7-0 VOICE VOTE**. The meeting adjourned at 7:26 p.m.