

MINUTES - PLACENTIA CULTURAL ARTS COMMISSION
REGULAR MEETING OF APRIL 10, 2012
COMMUNITY MEETING ROOM

The regular meeting was called to order at 6:02 p.m.

ROLL CALL Present: Lawrence, Davis, Stark, Heaton, Mulroney, Ortiz, Silva
Absent: Bullock, Dewey
Staff: Felipe Zambrano, C.S. Coordinator

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

ORAL COMMUNICATIONS – Reporter, Joey Becerra, from the Cal State Fullerton Daily Titan Newspaper was present at the meeting. Reporter Becerra announced to the commission that he will be publishing an article regarding the meeting on the Daily Titan Newspaper.

COMMISSIONER'S COMMENTS AND REPORTS – Commissioner Stark reported that the Downtown Merchants Association did not have a meeting this month.

1. **Approval of Minutes – March 13, 2012**

MOTION by Commissioner Stark to approve the minutes of March 13, 2012 as corrected;
SECOND by Commissioner Heaton and **CARRIED** by **7-0-2-0 VOICE VOTE** (Bullock, Dewey absent).

2. **Photography Contest** – Commissioner Stark informed the commission that the applications have been distributed and submissions are currently being received. C.S. Coordinator Felipe Zambrano informed the commission that there is an average of ten to fifteen submissions at the moment. Commissioner Mulroney suggested that the photography contest be expanded to residents of Fullerton and Brea for next year. Commissioner Lawrence stated that by expanding registration to Fullerton and Brea residents, the Photography Contest would become more fulfilling. Commissioner Mulroney and C.S. Coordinator Felipe Zambrano discussed possible display of the Photography Contests winners at the Placentia Library after voting takes place. Commissioner Stark suggested that pre-marketing should be conducted at Fullerton and Brea as well as an investigation to find out if the cities already offer a Photography Contest. C.S. Coordinator Felipe Zambrano will investigate this topic and report back to the commission.

3. **Strategic Planning** – Commissioner Lawrence and Commissioner Heaton reported that the committee is thinking of having a meeting with the Vice-President of the Superintendent of schools and have a key night where the schools can be recognized by the C.A.P.E.S program.

4. **Cultural Arts Logo** – Commissioner Silva suggested advertising at high schools' Art Departments due to the fact that there are many students looking for opportunities to expand their art portfolio. Commissioner Lawrence stated that award recognition at a city council meeting would be a great asset to their portfolio. Commissioner Stark stated that a Cultural Arts Logo is also in need and might be something that can be looked at in the

future. Commissioner Heaton suggested that John Drew from Cal State Fullerton be contacted for possible review of the submissions. Commissioner Silva stated submissions by other cities should also be accepted.

5. **Concerts in the Park 2012** – Commissioner Silva announced that she has been in contact with the Boys Scout, Girls Scouts, and Youth Rotary for possible assistance with ticket sales. C.S. Coordinator Felipe Zambrano announced that the letter for sponsors has been sent out to the group of vendors that include a couple new businesses. Commissioner Silva stated that the letter that was sent out for sponsorship can also be used as the donation letter. Commissioner Lawrence informed Commissioner Silva that a second letter needs to be created to state more appropriate donations. Commissioner Silva stated that the letter does not stipulate any amount the attached sponsorship packet is the one that states the amounts.
6. **Agenda Building and Meeting Schedule** – Commissioner Lawrence stated that on the May 8th meeting the agenda should have Approval of Minutes, Photography Contest, Strategic Planning, Concerts in the Park 2012, Cultural Arts Logo, Heritage Festival Involvement and Agenda Building and Meeting Schedule.

STAFF COMMENTS – Deputy Director Nicks announced that Thursday, March 22nd at 5:00 p.m. the grand re-opening for Kramer Memorial Park will take place and a Neighborhood Conversation is scheduled at Backs Community Building at 6:00 p.m. Deputy Director Nicks announced that the Rotary Club and Placentia Library will host the Easter Eggcitement on Saturday, March 31, 2012.

ADJOURNMENT – There being no further business, a **MOTION** by Commissioner Lawrence to adjourn to a regular meeting on Tuesday, May 8, 2012 at 6:00 p.m.; **SECOND** by Commissioner Davis and **CARRIED** by a **7-0-2-0 VOICE VOTE**. The meeting adjourned at 6:44 p.m.

Veronica Cervantes
Community Services Department