

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

The regular meeting was called to order at 6:08 p.m.

ROLL CALL Present: Davis, Ortiz, Silva, Gibbs, Jacklin, Coward
Absent: Bullock
Staff: Felipe Zambrano, Jon Nicks, Steve Pischel, Matthew Brand

PLEDGE OF ALLEGIANCE

Commissioner Davis led the Commission on the Pledge of Allegiance.

ORAL COMMUNICATIONS

None

COMMISSIONER'S COMMENTS AND REPORTS

None

1. **Approval of Minutes – June 12, 2012**

Typographical errors pointed out by several commissioners including changing “raffle” to “opportunity drawing”.

MOTION by Commissioner Davis to approve the minutes of June 12, 2012; **SECOND** by Commissioner Silva and **CARRIED** by **3-0 VOICE VOTE**

2. **New Cultural Arts Commissioners**

All people present at meeting took turns introducing themselves due to the new members. Maria Gibbs worked for the county for thirty six years and is now retired. Melanie Coward is a seasoned Chamber of Commerce event coordinator. Lori Jacklin is the Director of Finance and Administration for the National Multiple Sclerosis Society's Pacific South Coast Chapter and Arizona Chapter.

Liason Zambrano swore in Maria Gibbs, Melanie Coward, and Lori Jacklin. The 700 form was explained to the new members by Director Steve Pischel. Staff Liason Zambrano explained the web based Ethics Training that also needed to be completed. The Ethics Training certificate needs to be printed out and turned in at the September meeting.

3. **Election of Officers**

Commissioner Davis asked for nominations. Commissioner Silva asked if the person being nominated needed to be present at the meeting. Deputy Director Nicks informed her that the person being nominated did not need to be present. Commissioner Silva then asked if someone could be elected without being present and without their knowledge. Director Pischel informed her that it was possible but the committee would run the risk of the elected person not accepting the election.

Keller **NOMINATED** Silva for Committee Chair. The nomination was **SECONDED** by Jacklun and carried by a **VOICE VOTE** of **6-0**.

Silva **NOMINATED** Bullock for Vice Chair. This nomination was not seconded.

Gibs **NOMINATED** Davis for Vice Chair. This nomination was **SECONDED** by Davis and carried by a **VOICE VOTE** of **6-0**.

At this point LeeAndrah Silva began to run the meeting because she is the new Committee Chair.

4. **Concerts in the Park 2012**

Liason Zambrano reported that from the staff's point of view everything has been going very well over all. Davis commented that the parking looked great. Liason Zambrano said that staff had changed how they were parking cars in order to accommodate over two hundred cars. Liason Zambrano briefly explained the sprinkler incident that happened during one of the concerts.

Commissioner Davis recommended moving the Opportunity Drawing so that it is done by 7:30pm allowing the band to play for the last half hour. Liason Zambrano agreed with Commissioner Davis. Chair Silva commented that the number of ticket sales for the current year was less than the year before because of having to cancel a concert and because of the heat. She also said that they need to work on the quality of prizes that are given out. She mentioned the Angels tickets being a very good prize that drew people to the next concert.

Commissioner Coward asked about the history of the Princesses doing all of the introductions for the concerts. She said that she found it to be a little "sidetracking". Liason Zambrano suggested rewriting and polishing the script. The issue will be revisited next year.

Chair Silva complemented staff person Nancy Buck on how she executed the Opportunity Drawing after the sprinkler mishap. Chair Silva also said that they had received numerous negative comments about the food. Liason Zambrano agreed with Commissioner Silva and said that the interest in participating as a food vendor had dwindled due to unknown reasons. Chair Silva recommended possibly using food trucks, and asked if there could be a mixture of commercial vendors and nonprofit vendors. Deputy Director Nicks thinks that the food truck concept will work if they partner with a nonprofit in the correct way and follow the correct guidelines.

Commissioner Coward talked to Waste Management and reported that they are interested in being a sponsor of Concerts in the Park. Director Steve Pischel said that this would be a good future opportunity.

5. **Subcommittee Assignments**

Liason Zambrano is going to make a list of all the sub committees and what they do and email it to the Commissioners. Volunteering to be on a subcommittee will take place during the next meeting.

6. **Cultural Arts Logo**

Chair Silva said that the band backdrop at Concerts in the Park has a lot of blank space on it that can be used for advertisement and promotions based on the amount of money donated by sponsors. She also thinks that designing a new logo will be a great opportunity

for High School art students who are looking to build their resumes. The specifics will be discussed by a subcommittee. The parameters will then be set by the Commission. Liason Zambrano will then execute what is decided upon by the Committee.

7. **C.A.P.E.S.**

Liason Zambrano asked the Commission if they wanted to keep the application deadline the same. Commissioner Davis said that last year the deadline was in the second week of October. Chair Silva said the date last year made the process feel rushed and suggested possibly pushing the date back. Commissioner Davis pointed out that it takes a long time to get everything in order. Liason Zambrano said that it takes about five weeks for the city to write a check to the school district and that he did not know how long it took for the school district to give the money to the School. Deputy Director Nicks said that a draft application will be emailed to the Commission members along with the next agenda so that the members can come to the meeting with comments and corrections in hand.

8. **Heritage Festival and Parade**

Traditionally the Commission runs the VIP booth. Chair Silva, Commissioner Gibbs, and Commissioner Davis volunteered to help run the VIP booth.

9. **Agenda Building and Meeting Schedule**

Commissioner Gibbs would like to add a "Paint Placentia" project where people submit paintings of places and things in Placentia

Commissioner Gibbs asked if the Commission had considered adding a Day of the Dead component to the Tamale Festival. Commissioner Gibbs decided not to add this to the next agenda at that time.

Heritage Festival will also need to be on the next agenda as well as C.A.P.E.S., Sub Committee assignments, Concerts in the Park, and Cultural Arts Logo.

Staff Comments

No comments at this time.

Adjournment There being no further business, a **MOTION** was made by Chair Silva to adjourn. The motion was **SECONDED** by Commissioner Gibbs and **CARRIED** by a **VOICE VOTE** of 6-0 at 7:27pm.

Matthew Brand
Community Services Department