



CITY OF COSTA MESA

ARTS COMMISSION

Agenda

Thursday, August 1, 2024

6:00 PM

**City Council Chambers
77 Fair Drive**

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4. Additionally, members of the public who wish to make a written comment on a specific agenda item, may submit a written comment via email to the paccomments@costamesaca.gov. Comments received by 12:00 p.m. on the date of the meeting will be provided to the Commission, made available to the public, and will be part of the meeting record.

5. Please know that it is important for the City to allow public participation at this meeting. If you are unable to participate in the meeting via the processes set forth above, please contact the City Clerk at (714) 754-5225 or cityclerk@costamesaca.gov and staff will attempt to accommodate you. While the City does not expect there to be any changes to the above process for participating in this meeting, if there is a change, the City will post the information as soon as possible to the City’s website.

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All pictures, PowerPoints, and videos submitted for display at a public meeting must be previously reviewed by staff to verify appropriateness for general audiences. No links to YouTube videos or other streaming services will be accepted, a direct video file will need to be emailed to staff prior to each meeting in order to minimize complications and to play the video without delay. The video must be one of the following formats, .mp4, .mov or .wmv. Only one file may be included per speaker for public comments. Please e-mail to pacscomments@costamesaca.gov NO LATER THAN 12:00 Noon on the date of the meeting.

Note regarding agenda-related documents provided to a majority of the Commission after distribution of the agenda packet (GC §54957.5): Any related documents provided to a majority of the Commission after distribution of the Agenda Packets will be made available for public inspection. Such documents will be posted on the city's website and will be available at the City Clerk's office, 77 Fair Drive, Costa Mesa, CA 92626.

All cell phones and other electronic devices are to be turned off or set to vibrate. Members of the audience are requested to step outside the Council Chambers to conduct a phone conversation.

Free Wi-Fi is available in the Council Chambers during the meetings. The network username available is: CM_Council. The password is: cmcouncil1953.

As a LEED Gold Certified City, Costa Mesa is fully committed to environmental sustainability. A minimum number of hard copies of the agenda will be available in the Council Chambers. For your convenience, a binder of the entire agenda packet will be at the table in the foyer of the Council Chambers for viewing. Agendas and reports can be viewed on the City website at <https://costamesa.legistar.com/Calendar.aspx>.

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ARTS COMMISSION REGULAR MEETING

AUGUST 1, 2024 – 6:00 P.M.

DEBORA WONDERCHECK
Chair

CHARLENE ASHENDORF
Commissioner

HEIDI ZUCKERMAN
Vice Chair

FISHER DERDERIAN
Commissioner

ERICA LUCIA
Commissioner

ALLISON MANN
Commissioner

ALISA OCHOA
Commissioner

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMENTS – MATTERS NOT LISTED ON THE AGENDA
Comments are limited to three (3) minutes, or as otherwise directed.

COMMISSIONER COMMENTS AND SUGGESTIONS
Comments are limited to three (3) minutes, or as otherwise directed.

CONSENT CALENDAR

All matters listed under the Consent Calendar are considered to be routine and will be acted upon in one motion. There will be no separate discussion of these items unless members of the Arts Commission, staff, or the public request specific items to be discussed and/or removed from the Consent Calendar for discussion. The public can make this request via email at PACSCComments@costamesaca.gov and should include the item number to be addressed. Items removed from the Consent Calendar will be discussed and voted upon immediately following Arts Commission action on the remainder of the Consent Calendar

- 1. [**MINUTES**](#) [**24-304**](#)

RECOMMENDATION:

Approval of the minutes of the June 6, 2024 Arts Commission meeting.

Attachments: [06/06/24 Arts Draft Minutes](#)

MONTHLY REPORTS

1. [ARTS AND CULTURE STAFF REPORT](#) [24-305](#)

Attachments: [ARTS AND CULTURE STAFF REPORT](#)

OLD BUSINESS:

1. [REVIEW UTILITY BOX ART PROGRAM HANDBOOK](#) [24-306](#)

RECOMMENDATION:

Staff recommends the Arts Commission review edits and approve the Utility Box Art Program Handbook (Attachment 1).

Attachments: [Agenda Report](#)

1. [Utility Box Art Program Handbook](#)

2. [REVIEW POET LAUREATE PROGRAM HANDBOOK](#) [24-307](#)

RECOMMENDATION:

Staff recommends the Arts Commission review edits and approve the Poet Laureate Handbook (Attachment 1).

Attachments: [Agenda Report](#)

1. [Poet Laureate Handbook](#)

NEW BUSINESS:

1. [FREE AT SEGERSTROM CENTER CAMPUS](#) [24-308](#)

RECOMMENDATION:

Staff recommends the Arts Commission review the Free at Segerstrom Center Campus Program final report.

Attachments: [Agenda Report](#)

ADDITIONAL COMMISSION MEMBER & STAFF COMMENTS**ADJOURNMENT**

Next Regularly Scheduled Meeting: Thursday, September 5, 2024



CITY OF COSTA MESA

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 24-304

Meeting Date: 8/1/2024

TITLE:

MINUTES

DEPARTMENT: PARKS AND COMMUNITY SERVICES

RECOMMENDATION:

Approval of the minutes of the June 6, 2024 Arts Commission meeting.

THE COSTA MESA ARTS COMMISSION

JUNE 6, 2024
6:00 P.M. – UNOFFICIAL MINUTES

CALL TO ORDER by Chair Wondercheck at 6:00 P.M.

PLEDGE OF ALLEGIANCE by Vice Chair Zuckerman.

ROLL CALL

= Present = Absent

Commissioners

- Charlene Ashendorf
- Fisher Derderian
- Erica Lucia
- Alisa Ochoa
- Allison Mann
- Debora Wondercheck, Chair
- Heidi Zuckerman, Vice Chair

City Staff

- Brian Gruner, Parks and Community Services Director
- Monique Villasenor, Recreation Manager
- Ashley Thomas, Sr. Recreation Supervisor
- Laurette Garner, Arts Specialist
- Laura Fautua, Executive Assistant
- Kathia Viteri, Office Specialist II

PRESENTATION

1. NEWPORT-MESA UNIFIED SCHOOL DISTRICT (NMUSD) – ARTS REPORT

Tamara Fairbanks from NMUSD presented.
Commission commended NMUSD updates.

2. TESSA – PRIVATE PROPERTY MURAL PERMIT

Economic Development Administrator Dan Inloes

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Commissioner Ashendorf inquired about the save feature for an application.
Commissioner Lucia inquired about the turnaround time for submissions with the new system.

PUBLIC COMMENTS

Scott Fitzgerald: Introduced himself as the County Department of Education Arts Coordinator and provided Prop 28 information.

COMMISSIONER COMMENTS

Commissioner Ashendorf: Thanked City Council for supporting the cultural arts master plan budget. Attended the Mother's Day event at the Costa Mesa Women's Club funded by the Commission. Encouraged the public to visit the Costa Mesa Senior Center to see the exhibit by Jennifer Bloomfield. Inquired about Commission role with art related projects in the City.

Commissioner Ochoa: Participated in this year's Love Costa Mesa day and thought it was a great way to connect with Council, staff, and the community. Looks forward to learning about budget for next fiscal year.

Commissioner Mann: Highlighted the butterfly garden at Marina View Park and Songs of the Canyon event at Canyon Park.

CONSENT CALENDAR

1. MINUTES

04/04/2024 Arts Commission Draft Minutes

MOTION/SECOND: Vice Chair Zuckerman made a motion to approve the April 4, 2024 minutes /Seconded by Commissioner Ochoa.

The motion carried by the following roll call vote:

Ayes: Commissioner Ashendorf, Commissioner Derderian, Commissioner Mann, Commissioner Ochoa, Vice Chair Zuckerman, Chair Wondercheck

Nays: None

Abstained: Commissioner Lucia

Absent: None

Motion Carried: 7-0

NEW BUSINESS

1. REVIEW POET LAUREATE PROGRAM

Ms. Laurette Garner, Arts Specialist, presented.

Commissioner Lucia inquired what would be the goal or number of applications to receive by reopening the application and casting a wider net to all of Orange County.

Vice Chair Zuckerman inquired about application submissions received and poet level status.

Commissioner Derderian provided insight as a panelist and spoke on behalf of panelist experience and the engagement that took place with the candidates.

Commissioner Ashendorf advocated the poet selected should be a Costa Mesa resident and referenced how the City of Anaheim holds the requirement. Requested clarification on the bilingual requirement.

Commissioner Mann supported Commissioner Ashendorf's request for having poet be a Costa Mesa resident. Suggested giving Costa Mesa applicants a preference over other applicants.

Commissioner Ochoa expressed that bilingual requirement should not be strict but classified as a preference. Shared outreach opportunities in the coming months.

Commissioner Ashendorf inquired if the application can request the applicant to express their connection to Costa Mesa and the community.

Commissioner Derderian gave Commissioners insight regarding questions that were asked to applicants and expectation for this program. Voiced that selected poet would be an active participant within the community.

Commissioner Ashendorf inquired about program application timeline and possible conflicts with season schedule.

Chair Wondercheck mentioned that Arts Orange County could assist with posting a call through for an artist in order to reach more individuals across the county.

Commissioner Ashendorf expressed the love for eclectic members on the board and opportunity to raise a Poet Laureate within the city.

MOTION/SECOND: Chair Wondercheck moved to adjusting the application to start in August and end in September/ Seconded by Commissioner Lucia.

The motion carried by the following roll call vote:

Ayes: Commissioner Derderian, Commissioner Ochoa, Commissioner Lucia, Chair Wondercheck

Nays: Commissioner Ashendorf, Vice Chair Zuckerman

Abstained: Commissioner Mann

Absent: None

Motion Carried: 4-2-1

Discussion ensued regarding specific criteria of the application.

MOTION/SECOND: Commissioner Ashendorf moved to revise that the application stating, "Poet Laureate will be live or work in Costa Mesa"/ Seconded by Commissioner Mann.

The motion **failed** by the following roll call vote:

Ayes: Commissioner Ashendorf, Commissioner Mann, Commissioner Ochoa

Nays: Commissioner Derderian, Vice Chair Zuckerman

Abstained: Commissioner Lucia, Chair Wondercheck

Absent: None

Motion Carried: 3-2-2

Commissioner Lucia and Chair Wondercheck expressed confusion on criteria requirements.

MOTION/SECOND: Chair Wondercheck moved to extend the application to Orange County with preference to poet who either lives or works in Costa Mesa and stating the bilingual poet is preferred but not required.

[No vote to motion was initiated and item was paused. Meeting moved to next agenda item.]

2. UTILITY BOX ART PROGRAM REVIEW

Ms. Laurette Garner, Arts Specialist, presented.

MOTION/SECOND: Chair Wondercheck moved to make the motion that Art Specialist make changes to the utility box application, including the adjustment of the cost of the utility to \$3,000 with discretionary costs or non-profits, and revising the specification of commercial use/ Seconded by Commissioner Lucia.

The motion carried by the following roll call vote:

Ayes: Commissioner Ashendorf, Commissioner Derderian, Commissioner Lucia, Commissioner Mann, Commissioner Ochoa, Vice Chair Zuckerman, Chair Wondercheck

Nays: None

Abstained: None

Absent: None

Motion Carried: 7-0

[*Moved back to NEW BUSINESS 1. REVIEW POET LAUREATE PROGRAM item*]

NEW BUSINESS

1. REVIEW POET LAUREATE PROGRAM

Ms. Laurette Garner, Arts Specialist, presented.

MOTION/SECOND: Commissioner Ashendorf moved to revise that the application be open to applicants who either live or works in Costa Mesa and striking bilingual requirement/Seconded by Commissioner Mann.

The motion **failed** by the following roll call vote:

Ayes: Commissioner Ashendorf

Nays: Commissioner Derderian, Commissioner Lucia, Commissioner Mann, Commissioner Ochoa, Vice Chair Zuckerman, Chair Wondercheck

Abstained: None

Absent: None

Motion Carried: 1- 6

MOTION/SECOND: Commissioner Derderian moved to edit the Poet Laureate handbook to read in addition, an ideal candidate will: have literary works, have proven track record of community engagement, and live or work within Costa Mesa, and striking bilingual requirement/ Seconded by Vice Chair Zuckerman.

Commissioner Lucia clarified the motion is including that criteria, six and expanding upon it to provide preference for someone who lives at work in Costa Mesa and strikes requirement for bilingual.

The motion carried by the following roll call vote:

Ayes: Commissioner Derderian, Commissioner Lucia, Commissioner Mann, Commissioner Ochoa, Vice Chair Zuckerman, Chair Wondercheck

Nays: Commissioner Ashendorf

Abstained: None

Absent: None

Motion Carried: 6-1

MONTHLY REPORTS

1. ARTS & CULTURE STAFF REPORT

Ms. Laurette Garner, Arts Specialist, presented.

ADDITIONAL COMMISSIONER MEMBER & STAFF COMMENTS

Chair Wondercheck recognized June as African American Music Month and shared details of Juneteenth events happening in Orange County.

Parks and Community Services Director, Brian Gruner, gave more insight regarding items coming forward to both the Planning and Arts Commissions.

ADJOURNMENT Chair Wondercheck adjourned at 8:57 P.M.

NEXT REGULAR ARTS COMMISSION MEETING: Thursday, August 1, 2024 at 6:00 P.M.

DRAFT



CITY OF COSTA MESA

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 24-305

Meeting Date: 8/1/2024

TITLE:

ARTS AND CULTURE STAFF REPORT

DEPARTMENT: PARKS AND COMMUNITY SERVICES



City of Costa Mesa

77 Fair Drive
Costa Mesa, CA 92626

Agenda Report

Arts Commission

Item #: 24-305

Meeting Date: 8/1/2024

TITLE: ARTS AND CULTURE STAFF REPORT
DEPARTMENT: PARKS AND COMMUNITY SERVICES
PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST
CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

UPDATES:

❖ Art Crawl

- The new Art Crawl experience is planned for October 12, 2024 from 10:30am to 5:00pm.
- The online application opens on September 3rd and closes on October 9, 2024.
- Accepts 25 participants with a waitlist.
(*Arts & Culture Master Plan: Goal 1. Action 2.1*)

❖ ARTventure

- The Jury Panel met on July 17, 2024 to select awards and artworks for the juried art exhibition at the Norma Hertzog Community Center (NHCC) from September 14 through September 22, 2024. We had about 200 artist applications and now have about 280 artworks to display in the exhibition.
- The Opening Reception and Community Art Day for the exhibition will take place on September 14 at NHCC with an Awards Ceremony on September 21 at the Orange County Museum of Art (OCMA).
- Currently, we have banners at City Hall and at the NHCC to promote the event along with paper and digital flyers at City Hall and on the website. A Costa Mesa Minute, presented by Vice Chair Zuckerman, Commissioner Ochoa and Commissioner Ashendorf, should be posting to our social media accounts soon, if it hasn't already. We will promote all the events in the City newsletter and on the Parks & Community Services social media pages. We have also promoted ARTventure events in The Spotlight, Local Arts Magazine and on the ArtsOC website. All commissioners are encouraged to attend the Community Arts Day and Awards Ceremony.
(*ACMP: Goal 1. Action 2.1*)

❖ Budget for Fiscal Year 2024-25

The Arts and Culture Master Plan was fully funded for the 2024-25 fiscal year, with an additional \$10,000 added for the Arts Grant Program.

❖ **Free Park Performances**

- The next free park performance will be August 24 at 6:30pm at Heller Park with Symphony on the Go!
- ARTventure Community Arts Day will also host many free park performances on the Lions Park lawn and inside the Norma Hertzog Community Center. Details are on the website www.artventurecm.com.
- We are currently in the planning stage for performances for the Hispanic Heritage Month Celebration.

(ACMP: Goal 1 Action 2.4)



CITY OF COSTA MESA

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 24-306

Meeting Date: 8/1/2024

TITLE:

REVIEW UTILITY BOX ART PROGRAM HANDBOOK

DEPARTMENT: PARKS AND COMMUNITY SERVICES

RECOMMENDATION:

Staff recommends the Arts Commission review edits and approve the Utility Box Art Program Handbook (Attachment 1).



Agenda Report

Arts Commission

Item #: 24-308

Meeting Date: 8/1/2024

TITLE: REVIEW UTILITY BOX ART PROGRAM HANDBOOK
DEPARTMENT: PARKS AND COMMUNITY SERVICES
PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST
CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

RECOMMENDATION:

Staff recommends the Arts Commission review edits and approve the Utility Box Art Program Handbook (Attachment 1).

BACKGROUND:

The City of Costa Mesa owns over one hundred and twenty utility boxes at signalized intersections throughout the City and is dedicated to incorporating art into public spaces. The Utility Box Art Program was launched in early 2015 to spotlight a handful of utility boxes as beautiful art pieces. The City currently has over sixty utility art boxes that display artwork from local artists.

In the spring of 2022, the Utility Box Art Program Handbook was created, by combining information about the program that had previously lived in multiple documents. This content was combined to create one document, which includes a downloadable paper application and an online application, both accessible on the City website.

The key components of the handbook are:

- Overview and mission
- Box locations
- Maintenance processes
- Artist submission criteria
- Artist honorarium
- Sponsorship submission criteria

The sponsorship criteria of the program was launched in early 2017. The former Cultural Arts Committee invited Costa Mesa businesses to sponsor an artistic vinyl wrap. This permitted a sponsor to place their name/logo on the artistic design, not to exceed 20% of printable space. The original intent of the sponsorship box was not to create a business billboard but a tastefully appealing piece of art that met the standards set by the Cultural Arts Committee. Proceeds generated from the program originally benefitted the Cultural Arts Committee Art Grant Program.

On April 4, 2024, the commission requested to review the handbook and discuss/revise the purpose of the boxes and aesthetic guidelines to better assist in implementation of the program.

ANALYSIS:

The Utility Box Art Program addresses the Arts and Culture Master Plan's Goal #2: Expand Public Art throughout the City.

Action 2.1: Continue the City-operated program of temporary utility box art, which affords opportunities to local artists, established and emerging, to create images that offer the community beautification. Review additional sites that are suitable for such installations, including wayfinding signage.

The foundational framework is detailed in the Utility Box Art Program Handbook. The application is scheduled to re-open on September 9, 2024 for the next phase of utility box art.

FISCAL REVIEW:

Funding for the Utility Art Box Program is currently supported with funds from the City of Costa Mesa Arts & Culture Fund, as outlined in the Arts & Culture Master Plan adopted by City Council on March 21, 2021.

LEGAL REVIEW

There is no legal review required for this report.

CONCLUSION:

Staff recommends the Arts Commission review edits and approve the Utility Box Art Program Handbook.

The background is a vibrant, abstract painting with a central utility box shape. The colors are a mix of warm tones like red, orange, and yellow, and cooler tones like blue and green. The texture is grainy and painterly. A white box with a blue border is centered over the utility box shape, containing the title text. A vertical blue bar is on the right side of the page, and a brown bar is at the bottom right.

UTILITY BOX ART PROGRAM HANDBOOK

CITY OF COSTA MESA
2024

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UTILITY BOX ART PROGRAM HANDBOOK

OVERVIEW & MISSION

OVERVIEW

The City of Costa Mesa owns over 120 utility boxes at signalized intersections throughout the city and is dedicated to incorporating art into public spaces. A Utility Box Art Program was launched in early 2015 to spotlight a handful of utility boxes as beautiful art pieces. The city currently has over 60 utility art boxes that display designed artwork from local artists using vinyl wraps.

MISSION

To support local artists and to create an opportunity for them to showcase their talents, while promoting vibrant and memorable public art throughout the *City of the Arts* that enhances the urban landscape.

BOX SPECIFICATIONS & LOCATIONS



City of Costa Mesa Traffic Signal Map

The City Traffic Signal Map indicates utility boxes that are spread out around the city wherever there are traffic signals.

Utility boxes owned and managed by the city are typically 40 inches wide, about 48 inches in height and 30 inches deep. Generally the city of Costa Mesa utility boxes are larger in size than other private company utility boxes.

VINYL WRAPS

Currently, the city of Costa Mesa uses vinyl wraps to cover each box with an artist submitted design and or artwork. Vinyl wraps are a polyester film with a clear gloss that has an anti-graffiti overlamine. Once a design is approved through application process (see below), vinyl wraps take 4 to 8 weeks to install. Artists submit a photo of the artwork they wish to display and a city approved contractor/vendor measures the box, orchestrates the placement and applies the vinyl wrap.

Why use vinyl wraps instead of painting directly onto the utility box?

1. Graffiti Deterrent

Vinyl wraps deter and repel graffiti, in part because it's hard to paint over the surface and in part because it's hard to see any spray painted or carved in symbols outside the artwork.

2. Long Lasting

On average, vinyl wraps typically last three years. The colors fade a lot slower than a typical house paint or acrylic.

3. Quality and General Appearance

The appearance of each utility art box holds up nicely and the colors remain vibrant over time. They can also be cleaned easily.

MAINTENANCE & REPAIR PROCESS

- Utility Box Art will be inspected annually to assess for damage and or replacement depending on the age of the artwork.
- Repairs and maintenance needs can be caused by; extensive graffiti, vandalism, torn or ripped vinyl, damaged signal casings, failure of internal electrical components, or subject to mechanical maintenance upgrades.
- The City of Costa Mesa will manage all repairs and replacements for up to 3 years for each utility art box. The City reserves the right to modify or remove artwork should a utility/traffic control box require maintenance, modifications or repairs as a result of unanticipated damages.
- The City shall notify the affected artist(s) when the vinyl wrap on the utility box needs to be replaced or removed.

Duration	Repairs	Replacement
<u>Utility Box Art</u> submitted by artists shall be on display for a recommended period of 3 years.	Each box will be reviewed on a case-by-case basis for repairs. Repairs will be paid for by the city until the wrap is replaced and for up to three years (or longer, based on the condition of the vinyl wrap and as funding permits).	The replacement schedule of the exterior shall be determined by both the extent of maintenance and or repairs required at each location. If necessary, the vinyl wrap will be removed until a replacement artwork can be found, as funding permits year to year.
<u>Sponsored Utility Box Art</u> will remain for up to 3 years..	Any repairs for sponsored boxes will be paid for by the city within the 3 year period. <u>Maintenance Costs:</u> \$200 to remove or unwrap a box \$80 for setup and \$20 per square foot for repairs to the applied graphic	If a sponsored box needs to be replaced or altered, the sponsor will have the option to pay the fee again and refresh the design or the vinyl wrap can be removed at no extra cost to the sponsor.

CRITERIA FOR SUBMISSIONS- ARTISTS

ARTIST ELIGIBILITY & BASIC INFORMATION

The Utility Box Art program is open to individual artists, a team of artists or community groups who have the vision and skills required to create a visually engaging image or artwork design for a vinyl wrap.

1. Qualifying applicants must reside in Orange County.
2. Applicants may apply online or submit a paper copy of the form (see below).
3. Each applicant must provide a high-quality photo(s) of their proposed artwork (1 to 5 high resolution, 300 dpi, art design files with the dimensions of 40 inches wide by 20 inches high).
4. Each applicant will be asked to provide a short biography written in the third person for the website map, as part of the application process.

5. Artists may apply once a year and submit one artistic design per year (Please note: filling out an application does not guarantee approval from staff and the City Arts Commission).

Recommendations for submitting a design:

- Ensure that artwork is appropriate for all ages- no political, religious or discriminatory subject matter will be considered.
- Consider using bright colors and heavy outlines, as they look best from the afar.
- Envision how the design will translate onto a box shape and if it will be visually interesting from all angles and directions.
- Utilize the utility box diagram to envision how the artwork might look on the shape of the box.

Utility Box locations are chosen by city staff but suggestions are welcome.

ARTIST HONORARIUM & SUPPORT

ARTIST HONORARIUM FOR DESIGNS

Selected artists shall be compensated for their submitted artwork and or conceptual renderings and receive an honorarium upon the completion of the vinyl wrap installation. The amount shall cover costs for the artist's time spent in creating the artwork, submitting an application and occasionally being available for interviews or photo opportunities to be used for promotional purposes. The artist will not be responsible for installing the vinyl wrap. The honorarium for one utility box is \$300 and artists can submit two applications per year, pending available funding and volume of applications.

ARTIST INFORMATION

Photos of artwork designs on completed utility boxes will be displayed on an interactive Google map on the City of Costa Mesa website. Information about the artist will accompany the image of the completed Utility Box Art.

Potential information to be included:

- **Artist Name**
- **Artist Short Biography**
- **Website or Social Media**
- **Title of the Artwork**
- **Box Description**
- **Box Location**
- **Box Number**
- **Box Year**

Utility Box Art images will also be used, intermittingly, throughout the City of Costa Mesa social media and media channels.

CRITERIA FOR SUBMISSIONS-SPONSORSHIPS

SPONSORSHIPS COST & TERMS

The sponsorship program will permit a sponsor to commission a work of art designed by a local artist, to be placed on a box. Sponsors will be acknowledged on the Utility Box Art Program webpage, on the UBAP map and through other City media channels. The donation is tax deductible.

1. The cost to sponsor a box for up to 3 years will be \$3,000. Ask us about our discretionary nonprofit fee for smaller organizations.
2. Branding on the box cannot exceed 20% of printable space and must blend into the artwork or design. The intent of the box is not to create a business billboard but a tastefully appealing piece of art that meets standards set by the Arts Commission and city staff.
3. Organizations and businesses are **required** to solicit an artwork design from a local artist. Please refer to the Artist Eligibility paragraph above for more details about the application process and the materials required. The City will pay the artist an honorarium to submit a design for consideration, for each sponsorship application. Any other fees associated with commissioning artwork(s) are the responsibility of the business/organization.

Some things to consider before participating:

- No political, religious, or discriminatory subject matter will be considered.
- The Costa Mesa Utility Box Art Program was created to beautify the City's urban landscape. Designed vinyl wraps should not serve any specific commercial purpose, and the artistic integrity of the original artwork submitted by the artist, should remain intact.
- Regular maintenance such as cleaning or removal of graffiti will be the responsibility of the City of Costa Mesa for up to 3 years which includes damage; such as severe scratching or ripping. If the damage is significant the vinyl wrap will be removed completely at no cost to the sponsor.
- The City may remove the art wrap at any time should it become repeatedly damaged, difficult to maintain, damaged beyond resources to repair, or as a result of another concern.
- Generated funds are used to provide honorariums to the artists that participate in the program.

REVIEW & EVALUATION PROCESS

Utility Box Art applications are reviewed by staff who will then forward all complete and eligible applications to the City of Costa Mesa Arts Commission for evaluation and approval.

Artists and organizations will be notified by email, with a timeline for installation, if their design has been selected.

Approval Criteria:

The criteria used to select eligible artists and artwork and or designs shall be evaluated accordingly:

- Evaluation of artistic excellence
- Appropriateness of scale, form, content and design
- Relationship to the social, cultural and or historical identity of a location
- Artist or organization residency in Orange County

APPLICATION TIMELINE**APPLICATION CYCLE**

Utility Box Art Program funding allows for 10 new or replacement art boxes annually.

Online application opens September 9, 2024 and will be open for new artwork designs until December 31, 2024.

Vinyl wraps will be installed beginning in January until the end of June of each year.

CITY OF COSTA MESA ♦

UTILITY BOX ART PROGRAM APPLICATION

♦ *Also available online*

ARTIST INFORMATION

First Name _____ Last Name _____
 Street Address _____
 City, ST Zip Code _____
 Email _____
 Phone _____ Facebook URL: _____
 Organization Name (if applicable): _____
 Web Site URL: _____ Instagram URL: _____

Please provide a short biography (required). You may also attach a CV with education, exhibitions, gallery representation, etc. (optional).

ARTWORK INFORMATION

Artwork Title:

This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.

Artwork Description:

Write in a brief description of a few words that address the basic visual elements of your piece. This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.

Artwork Medium:

How did you make this? What materials were used? This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.

Year created: _____

Is there a location you prefer?

This is a suggestion and will be honored whenever possible but not guaranteed. Please refer to the City of Costa Mesa Utility Box Google map on our website.

Proposed Artwork:

Please email or upload images showing photos or drawings of your proposed artwork:

Envision how the design will translate onto a box shape and if it will be visually interesting from all angles and directions.

Artwork submissions must be a high resolution (suggested 300 dpi) file with the dimensions of 20 inches high and 40 inches wide. Maximum size allowed is 16 MB. Allowed types: jpg, .jpeg, .png

You may upload one image for the top of the utility box, one image for the two sides and one image for the front and back, that you would like to be placed on the utility box (if it is an abstract repeating pattern, one image may be enough):

Photo 1: _____

Photo 2: _____

Photo 3: _____

GENERAL INFORMATION

Each artist is permitted 1 submission per year. An artist honorarium in the amount of \$300 will be awarded after the vinyl wrap has been completed and the artwork is visible to the public. Artists will be notified and a check will be mailed. In order for a payout, the City will need a W-9 filed. Fill out and email or upload as part of your application.

[W-9 Form](#)

Would you be interested in participating in a brief interview for City of Costa Mesa social media platforms to help promote and bring awareness to the program? Please circle one.

Y or N

Other: _____

ARTS DIRECTORY

__ I give permission to include my name, social media information, biography and images of my artwork in the City of Costa Mesa's [Arts Directory](#) on the City's website.

If you'd like to be a part of the Arts Directory, please upload or email an image you would like to feature below:

Featured Image: _____

Maximum size allowed is 16 MB. Allowed types: .jpg, .jpeg, .png

ACKNOWLEDGEMENTS

__ I have read and understand the requirements that have been provided in the handbook for City of Costa Mesa Utility Art Box Program.

__ I certify that the information contained in this application and attachments are true and correct.

WAIVER & RELEASE

I represent that I am the author of and owner of all rights in and to the Artwork and that I have the sole and exclusive right to make within the grant of rights, including but not limited to moral rights, that neither I nor anyone else has any contractual or other arrangements which will interfere with rights herein granted and warrant that the rights herein granted will not infringe on the rights of any third party and that the consent or permission of no other party is required by City in connection with the use of the Artwork. I agree to indemnify and hold City harmless from and against any and all liability, damages, claims and demands of whatever kind and nature, either in law or in equity, which arises or may hereafter arise from the City's use or display of the Artwork or in connection with the breach or alleged breach of my representation and/or warranty made hereunder. I understand and agree that the City may remove my artwork at any time without prior notice. I further acknowledge the City will make an effort to inform me as the artist in advance of the removal of the artwork, but any such removal will not be dependent on advance notice being given.

Print Name

Signature

Date

CITY OF COSTA MESA ♦

UTILITY BOX ART PROGRAM SPONSORSHIP APPLICATION

♦ *Also available online*

ORGANIZATION INFORMATION

Name of the Organization: _____

Representative's First Name _____

Representative's Last Name _____

Street Address _____

City, ST Zip Code _____

Email _____

Phone _____ Facebook URL: _____

Web Site URL: _____ Instagram URL: _____

Please provide a short description of your organization (required).

ARTIST & ARTWORK INFORMATION

Organizations and businesses are encouraged to solicit a design or artwork from a local artist. Contact Arts Specialist for recommendations.

Commissioned local artists will need to fill out the UABP Artist Application and submit the photos and sign the waiver.

Artist: _____

Artwork Title:

This may be used, in whole or in part, for promotion if your application is approved and will be placed on the Utility Box Google map.



LOGO INFORMATION

Please upload or email your organization's logo to be placed on the utility box.

GENERAL INFORMATION

Checks for sponsorship fees can be made out to the City of Costa Mesa and are due after receiving notice of an approved application and before the vinyl wrap is applied. The City will send over an invoice once the artwork design has been approved by the Arts Commission.

Once a check is received, the City of Costa Mesa will issue a receipt.

Donations to a government entity are charitable contributions. Learn more about [IRS Charitable Contributions](#).

ARTS DIRECTORY *(only applicable to arts organizations)*

I give permission to include my organization and social media information in the City of Costa Mesa's [Arts Directory](#) on the City's website.

If you'd like to be a part of the Arts Directory, please upload or email an image you would like to feature below:

Featured Image: _____

Maximum size allowed is 16 MB. Allowed types: .jpg, .jpeg, .png

ACKNOWLEDGEMENTS

I have read and understand the requirements that have been provided in the handbook for City of Costa Mesa Utility Art Box Program.

I certify that the information contained in this application and attachments are true and correct.

Signed: _____

Date: _____

CONTACT INFORMATION

Laurette Garner

City of Costa Mesa

Arts Specialist

laurette.garner@costamesaca.gov

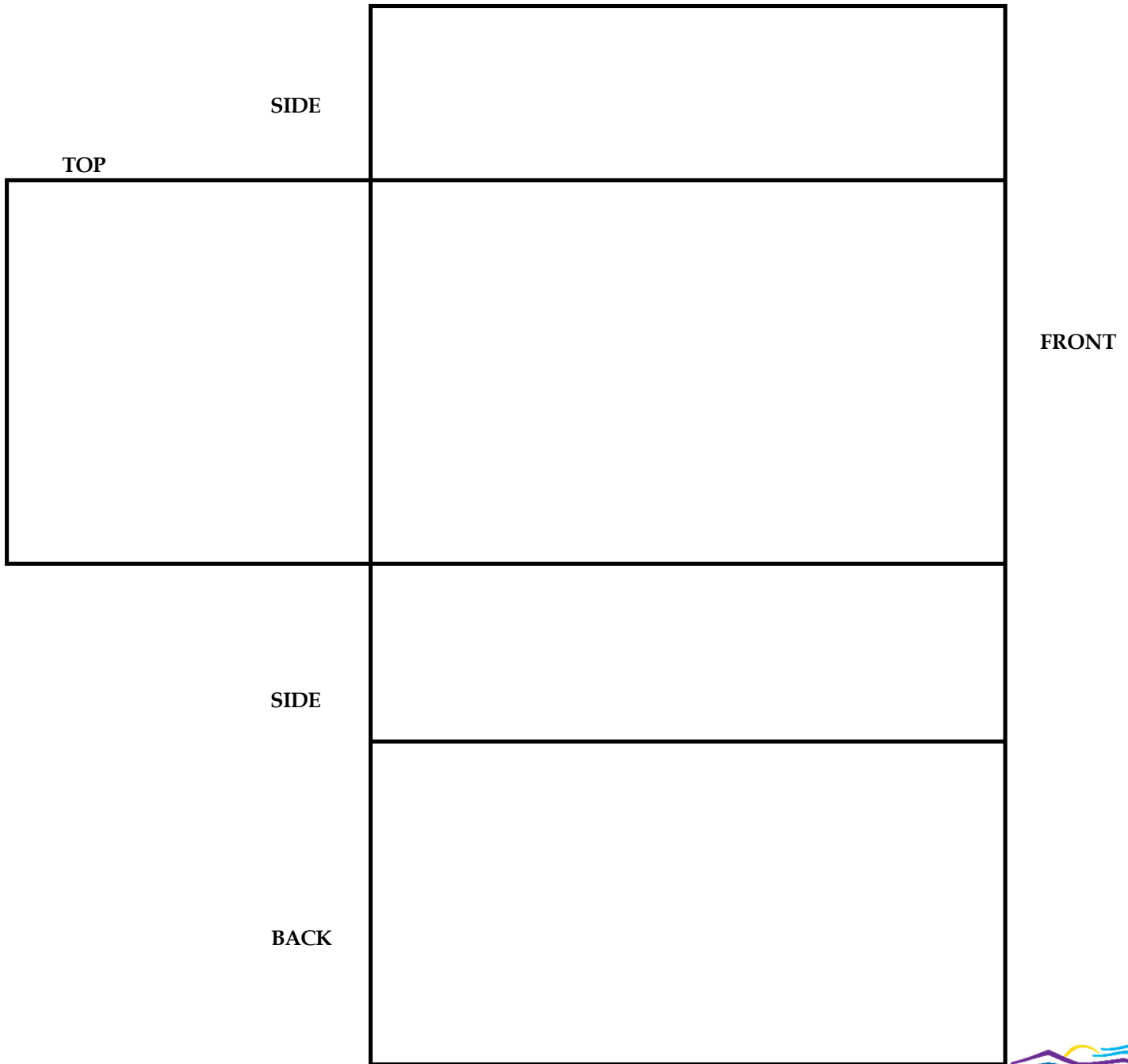
(714) 754-5322

Thank you for completing this application form and for your interest in the Utility Art Box Program. If your artwork is selected you will be contacted via email. Please insure your email address is correctly displayed above.

UTILITY ART BOX PROGRAM

Utility Box Diagram

(Each utility box varies in size)





Agenda Report

Arts Commission

Item #: 24-307

Meeting Date: 8/1/2024

TITLE: REVIEW POET LAUREATE PROGRAM
DEPARTMENT: PARKS AND COMMUNITY SERVICES
PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST
CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

RECOMMENDATION:

Staff recommends the Arts Commission review edits and approve the Poet Laureate Handbook (Attachment 1).

BACKGROUND:

The Artist Laureate Program is part of the Arts & Culture Master Plan **Goal 3.1, Boldly Assert Costa Mesa's "City of the Arts" Stature and Brand, Placing Arts & Culture Front and Center in All That The City Does.**, approved by the City Council in March 16, 2021.

On February 1, 2024, the Arts Commission granted approval for the City to initiate a Poet Laureate Program, with the understanding that if the Poet Laureate Program proves successful and is well-liked within the community, it will become a permanent program, replacing the Artist Laureate Program.

The application for the Poet Laureate Program opened March 11, 2024, and closed on May 6, 2024. Staff reviewed seven (7) applications, to ensure that all the guidelines were followed, as written in the Poet Laureate Program Handbook (Attachment 1). Five (5) applications that met all the requirements were reviewed and interviewed by a peer panel of four (4) subject matter expert panelists, each with a background in the literary arts. After reviewing the five (5) applications, the review panelists recommended that staff reopen the application process to include Orange County residents in addition to Costa Mesa residents.

ANALYSIS:

On June 6, 2024, the Arts Commission reviewed the peer-panelists' recommendation and provided staff with direction to amend the Criteria for Submission in the Poet Laureate Handbook. The requested amendments are detailed in the Poet Laureate Program Handbook (Attachment 1).

The application is scheduled to re-open on September 9, 2024, a two-year term appointment commences on January 6, 2024 and concludes on December 31, 2026.

FISCAL REVIEW

Funding for the Poet Laureate Program is currently supported with funds from the Arts & Culture Plan.

LEGAL REVIEW

There is no legal review required for this report.

CONCLUSION:

Staff recommends the Arts Commission review edits and approve the Poet Laureate Handbook.

“Hope” is the thing with feathers -
That perches in the soul -
And sings the tune without the words -
And never stops - at all -

**POET LAUREATE PROGRAM
HANDBOOK
2024-26**



I've heard it in the chilliest land -
And on the strangest Sea -
Yet - never - in Extremity,
It asked a crumb - of me.

Emily Dickinson



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POET LAUREATE PROGRAM HANDBOOK

OVERVIEW & MISSION

OVERVIEW

The City of Costa Mesa City Council approved an Arts & Culture Master Plan in March of 2021. Goal three (3) of this plan outlines a plan to *“Professionalize and elevate the status of Arts and Culture in City government and to boldly assert Costa Mesa’s ‘City of the Arts’ stature and brand, placing Arts & Culture front and center in all that the City does.”* Part of this larger plan includes the appointment of an Artist Laureate, to be selected on an annual basis with an honorarium and public engagement responsibilities. In the first year of this program, the Poet Laureate Program will be implemented as a pilot program for the Artist Laureate Program.

MISSION

To support local artists and to create an opportunity for them to showcase their talents, while contributing to a creative ecosystem in Costa Mesa. The Poet Laureate promotes the literary arts, while also increasing appreciation for the reading and writing of poetry and self-expression.

CRITERIA FOR SUBMISSIONS

ELIGIBILITY & BASIC INFORMATION

The Poet Laureate Program is open to individual practicing poets and is an honorary position with the City of Costa Mesa for two years. Qualifying Applicants must:

1. Have submitted an online application
2. Be at least 18 years of age or older
3. Live in Orange County for at least one year
4. Be able to serve a two-year term
5. Be a practicing poet, dedicated to producing poetry (in any form, genre or style) on a regular basis
6. Contribute to the literary arts scene and participate in community engagement in Costa Mesa
7. Understand that the audiences will be broad-based and of all ages, and in representing the City’s inclusive, non-partisan stance, must use discretion when acting in the capacity of the City’s Poet Laureate

In addition, an ideal candidate will:

- Have literary works published in journals, online, a full-length or chapbook collection of poetry, or self-published chap/books; or have a resume of spoken word performances or facilitation of writing related events

- Have proven track record of community engagement and collaboration, including previous experience hosting events and or teaching and or leading workshops
- Live and/or work in Costa Mesa

HONORARIUM & TERM

Selected poets shall be compensated for their time and community engagements. The amount shall cover costs for the poet's time spent in creating poems, public speaking engagements and occasionally being available for interviews or photo opportunities to be used for promotional purposes.

- The Poet Laureate's two-year term appointment commences on January 6, 2024 and concludes on December 31, 2026.
- Poet will also have prep time before commencing the Poet Laureate appointment and meetings with staff to discuss an individualized Scope of Work
- The Poet Laureate will be paid a **\$2,500 stipend per year (\$5,000 total)**.

SCOPE OF WORK

1. Each selected Poet Laureate will enter into an agreement with the City, and work with City Staff to determine a final scope of work. Poets agree to sign a contract with the City regarding their scope of work. Poets also agree to responsibly handle administrative duties in association with the program.
2. The selected Poet Laureate will offer a minimum of 2 instructional workshops per year
3. Participate in ARTventure in the fall of each year
4. In first year, will be required to present at the next available Arts Commission meeting to introduce yourself and talk about your work as a poet
5. Present at one City Council meeting per year
6. The selected Poet Laureate will also offer a selection of 6-12 poems over the duration of their tenure to display in Poetry Boxes situated throughout Costa Mesa's City Parks.
7. The Poet Laureate fee is an honorarium, and the Poet Laureate may choose to perform additional duties in their work for the City, at their will.
8. If a poetry reading at an official City occasion is one item on the agreed scope of work, the City reserves the right to review the proposed poem(s) beforehand (either their own or the work of

another poet(s)) and accept or decline the reading. If the reading is declined, the Poet Laureate will replace the event in their schedule.

9. Poets agree that the City of Costa Mesa may photograph them during their Poet Laureate workshops and projects.

APPLICATION REQUIREMENTS & TIMELINE

APPLICATION TIMELINE

The online application opens September 9, 2024 and closes on October 28, 2024.

APPLICATION REQUIREMENTS

- Each applicant must fill out an online application (see paper version on the next page).
- 5 written poetry examples (self-published or published)
- 1 video recording sample of poetry reading or performance of one of the written work samples.
- 500-word proposal of how they would like to engage with the public as the City's Poet Laureate, including audience and engagement strategy, and samples of workshops and or projects that would support the focus or them of their two-year appointment.

PANEL REVIEW AND SCORING OF APPLICATIONS

Submitted applications are reviewed and scored by a peer panel consisting of local and regional artists and arts professionals and one Arts Commissioner. The panel will select one application to serve as the Poet Laureate for the two-year term and then be approved by the Costa Mesa Arts Commission at the next scheduled meeting. If any Arts Commissioner on the review panel or at a regularly scheduled meeting has an affiliation with any of the applicants, they will be required to recuse themselves from the final vote to approve the new Poet Laureate. Arts Commission meetings take place on the first Thursday of every month and begin at 6pm.

REVIEW AND SCORING INFORMATION

- Parks & Community Services staff will begin reviewing applications once the deadline has passed and the application is closed.
- All eligible applications will be forwarded to an external panel of community arts professionals for evaluation and scoring.
- Incomplete applications or applications falsifying information will be deemed ineligible.

Aesthetic Criteria:

The criteria used to select eligible poets shall be evaluated accordingly:

- Do the written or recorded work samples exhibit strong aesthetic merit? Are the works consistently strong? Does the applicant produce poetry on a regular basis?
- Community Involvement: Does the applicant demonstrate a history of involvement and activity within the literary arts?
- Potential for Engagement: Does the proposal support the poet’s ability to engage Costa Mesa’s citizens in meaningful ways to further the literary arts in our community?

CITY OF COSTA MESA ♦

POET LAUREATE PROGRAM APPLICATION

♦ Also available online

The role of the Poet Laureate is to represent and promote poetry and literacy in the community they represent. This position is honorary and includes an honorarium for a two-year term.

POET INFORMATION

First Name _____ Last Name _____
 Street Address _____
 City, ST Zip Code _____
 Email _____
 Phone _____ Facebook URL: _____
 Organization Name (if applicable): _____
 Web Site URL: _____ Instagram URL: _____

How long have you lived in Costa Mesa? _____

Are you over the age of 18?
 Yes___ No___

Do you have an affiliation with a City of Costa Mesa’s Arts Commissioner?
 Yes___ No___
 If yes, please write in their name: _____

Please provide a statement of no more than 500 words explaining how you qualify and how you would fulfill this role.

Please provide a short biography (required). You may also attach a CV with education, work history, etc. below (optional).

POETRY INFORMATION

Original Poems:

Email or upload one document (Word or PDF) with 5 original poems- please include the title of each poem and the year it was created

Videos of Performances:

Please provide a link to a performance video posted online or to a shared drive

Resume or Curriculum Vitae

Please email or upload a copy of your most current resume of CV (Word or PDF)

Include any literary works published in journals, online, a full-length or chapbook collection of poetry, or self-published chap/books; or have a list of spoken word performances or facilitation of writing related events.

Also be sure to include any examples of community engagement and collaboration, including previous experience hosting events, organizing, teaching and/or leading workshops, and/or creative community outreach.

GENERAL INFORMATION

A Poet Laureate honorarium in the amount of \$5,000 will be awarded over a two-year period. Checks will be mailed. In order for a payout, the City will need a W-9 filed. Fill out and email or upload as part of your application.

[W-9 Form](#)

Would you be interested in participating in a brief interview for City of Costa Mesa social media platforms to help promote and bring awareness to the program? Please circle one.

Y or N

Other: _____

PROOF OF INSURANCE

TBD

ACKNOWLEDGEMENTS

I have read and understand the requirements that have been provided in the handbook for City of Costa Mesa Poet Laureate Program.

I certify that the information contained in this application and attachments are true and correct.

WAIVER & RELEASE

I represent that I am the author of and owner of all rights in and to the Artwork and that I have the sole and exclusive right to make within the grant of rights, including but not limited to moral rights, that neither I nor anyone else has any contractual or other arrangements which will interfere with rights herein granted and warrant that the rights herein granted will not infringe on the rights of any third party and that the consent or permission of no other party is required by City in connection with the use of the Artwork. I agree to indemnify and hold City harmless from and against any and all liability, damages, claims and demands of whatever kind and nature, either in law or in equity, which arises or may hereafter arise from the City's use or display of the Artwork or in connection with the breach or alleged breach of my representation and/or warranty made hereunder. I understand and agree that the City may remove my artwork at any time without prior notice. I further acknowledge the City will make an effort to inform me as the artist in advance of the removal of the artwork, but any such removal will not be dependent on advance notice being given.

Print Name

Signature

Date

CONTACT INFORMATION

Laurette Garner

City of Costa Mesa

Arts Specialist

laurette.garner@costamesaca.gov

(714) 754-5322

Thank you for completing this application form and for your interest in the Poetry Laureate Program. If your application is selected, you will be contacted via email. Please ensure your email address is correctly displayed above.



CITY OF COSTA MESA

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 24-308

Meeting Date: 8/1/2024

TITLE:

FREE AT SEGERSTROM CENTER CAMPUS

DEPARTMENT: PARKS AND COMMUNITY SERVICES

RECOMMENDATION:

Staff recommends the Arts Commission review the Free at Segerstrom Center Campus Program final report.



Agenda Report

Arts Commission

Item #: 24-308

Meeting Date: 8/1/2024

TITLE: FREE AT SEGERSTROM CENTER CAMPUS PROGRAM

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST

CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

RECOMMENDATION:

Staff recommends the Arts Commission review the Free at Segerstrom Center Campus Program final report.

BACKGROUND:

The Free at Segerstrom Center Campus Program is part of the Arts & Culture Master Plan, **Goal #1 Objective 1.2 Action 1.2.2.** and was approved by the City Council on March 16, 2021.

The Free at Segerstrom Center Campus Program was implemented for the first time in the 2023-24 fiscal year. Free tickets to performances at the Segerstrom Center Campus were offered to local nonprofit organizations from December of 2023 to June of 2024. To encourage participation and remove barriers, a shuttle service was provided from City Hall to each performance, eliminating parking fees for individuals.

ANALYSIS:

For the 2023-24 fiscal year, the City purchased tickets to performances from the following participating organizations:

- Orange County Museum of Art (*partial funding distributed- \$5,000, at the end of the fiscal year for upcoming arts education workshops for Costa Mesa residents*)
- Pacific Symphony (\$7,650 for 170 tickets for 2 shows)
- Philharmonic Society (\$9,976 for 116 tickets for 3 shows)
- Segerstrom Center for the Arts (\$7,932 for 138 tickets for 5 shows)
- South Coast Repertory (\$12,430 for 220 tickets for 4 shows- included holiday shows)

Shuttle service was offered and provided for each show at a cost of \$12,060).

Staff promoted this program to targeted nonprofit organizations, in an effort to benefit underserved communities. Staff worked with a point person from each nonprofit organization to give out free tickets and communicate with interested individuals. The organizations in table 1 were asked to participate.

Table 1:

Boys and Girls Club of Costa Mesa	Project Hope Alliance	StandUp for Kids
Costa Mesa Senior Center	Promotoras OC	Think Together
Costa Mesa Unidos	Resilience OC	Title I Schools in Costa Mesa
Families Forward	Save Our Youth	Trellis
Human Options	Share Our Selves	Wilson Learning Center
Meals on Wheels	Someone Cares Soup Kitchen	
Mercy House	SPIN	

After offering tickets to performances to the above list, any remaining tickets were given away via social media on a first-come first-serve basis.

This being the first year of coordinating the initiative some key program takeaways are:

- Shuttle service wasn't utilized by the majority of participants and was expensive.
- Organizations were concerned with privacy therefore staff worked with one person per organization, which sometimes made it hard to ensure attendance.
- Senior Center members utilized the shuttle service more than other groups.
- Not all organizations were interested in participating in the program.

For the 2024-25 fiscal year, staff will give parking vouchers for participants and use City vehicles for Senior Center members. Tickets will be available for pickup at City Hall. Tickets will be offered first, to the same nonprofit organizations from fiscal year 2023-24, with a deadline for participation. More tickets, after the nonprofit deadline, will be available via social media to Costa Mesa residents. Free tickets to performances will be offered from October 2024 through June 2025. Tickets will be purchased from the following organizations, for giveaway:

- Orange County Museum of Art (arts education workshops for Costa Mesa residents)
- Pacific Chorale
- Pacific Symphony
- Philharmonic Society
- Segerstrom Center for the Arts
- South Coast Repertory

FISCAL REVIEW

Funding for the Free at Segerstrom Center Campus Program is currently supported with funds from the Arts & Culture Plan.

LEGAL REVIEW

There is no legal review required for this report.

CONCLUSION:

Staff recommends the Arts Commission review the Free at Segerstrom Center Campus Program final report.