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**From:** Jim Fitzpatrick <jimfitzeco@gmail.com>  
**Sent:** Wednesday, April 2, 2025 6:02 PM  
**To:** PACS Comments  
**Cc:** CITY COUNCIL; FORD, BRENDAN; ASHENDORF, CHARLENE; DERDERIAN, FISHER; LUCIA, ERICA; MANN, ALLISON; OCHOA, ALISA; Andy Smith; Kerry Pettis; Rob Dickson  
**Subject:** Public Comments - Arts Commission - Thursday April 3  
**Attachments:** Costa Mesa - Cannabis Tax for the Arts 4.1.2025.pdf

Arts Commissioners

This is a once and a lifetime opportunity to leave your legacy impression on Costa Mesa!

We need leadership on this issue!

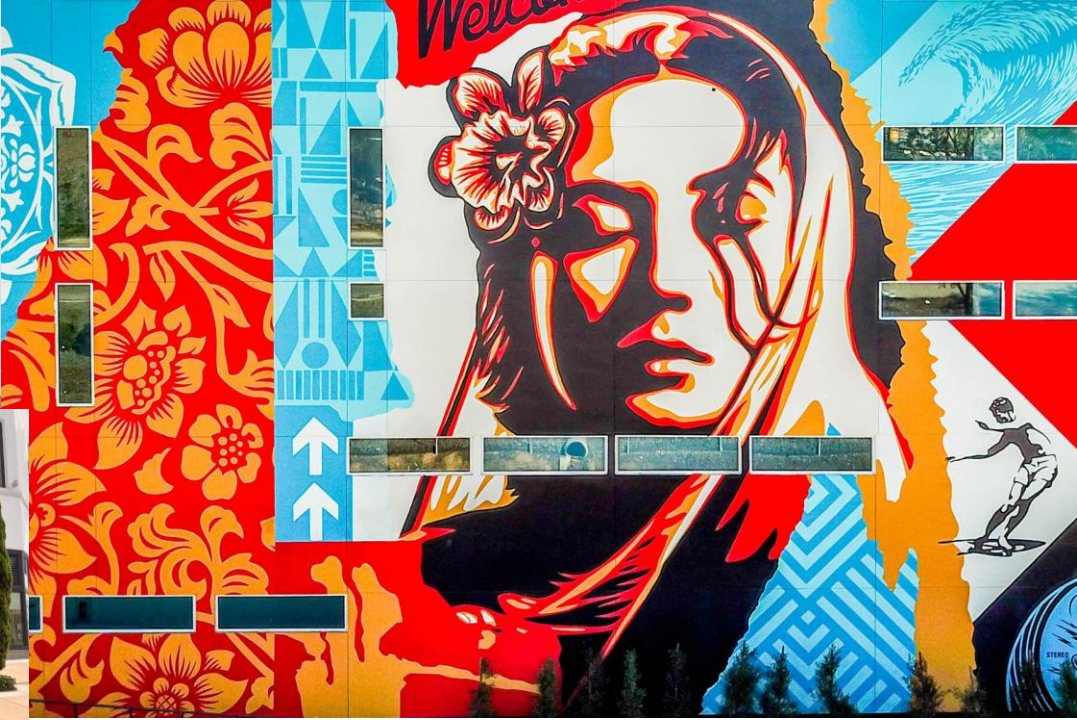
Attached is a Recommended Plan

Cheers,

Jim Fitzpatrick  
Solutioneer  
949.257.8448

**GOAT ! Government Openness and Transparency**



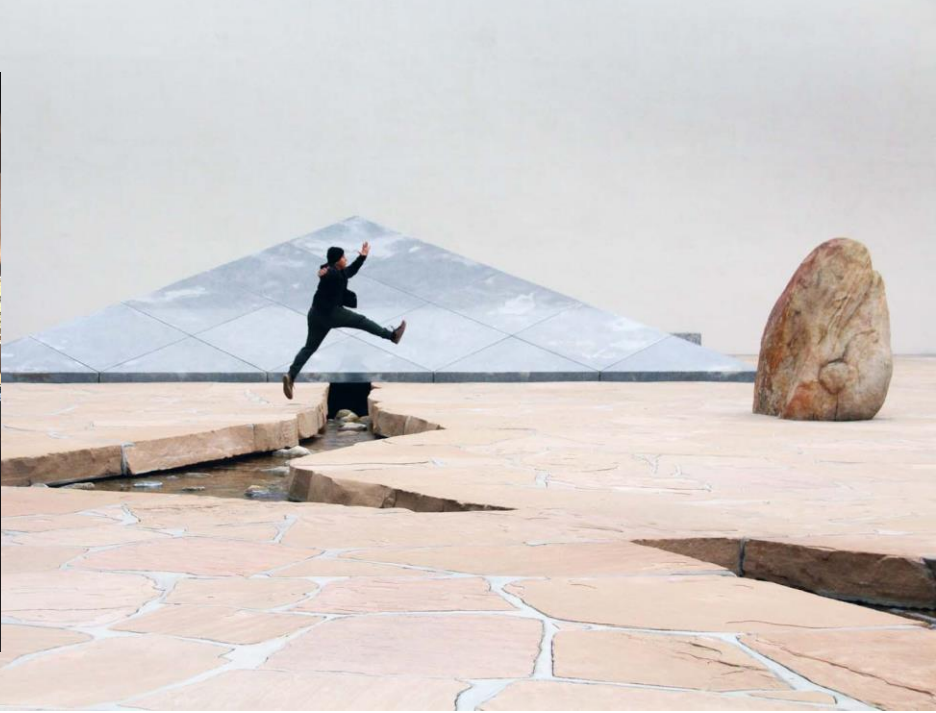


  
**Costa Mesa**  
*City of the Arts*

**Costa Mesa**  
**Arts Commission Meeting**



**Thursday April 3, 6 pm**



THINK BIG !



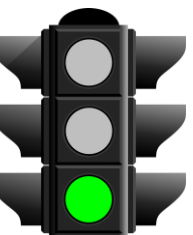
- Course correct Staff recommendation to ONLY increase Grants from \$10,000 to \$20,000
  - Should be \$200,000 ... ANNUALLY !



- Develop specific Policy to PROHIBIT Cannabis Tax Funds from being used for previously Master Plan items, historically funded by General Fund
  - This is intended to be incremental funding for incremental items & projects



- Specifically PROHIBIT Cannabis Tax Fund from being spent of Staff Salaries



- Develop a Policy that specifically identifies what items are funded by the Cannabis Tax @ \$200,00 threshold

## What is it?

Develop a program to allocate the Cannabis Tax to Costa Mesa Arts !



## POLICY

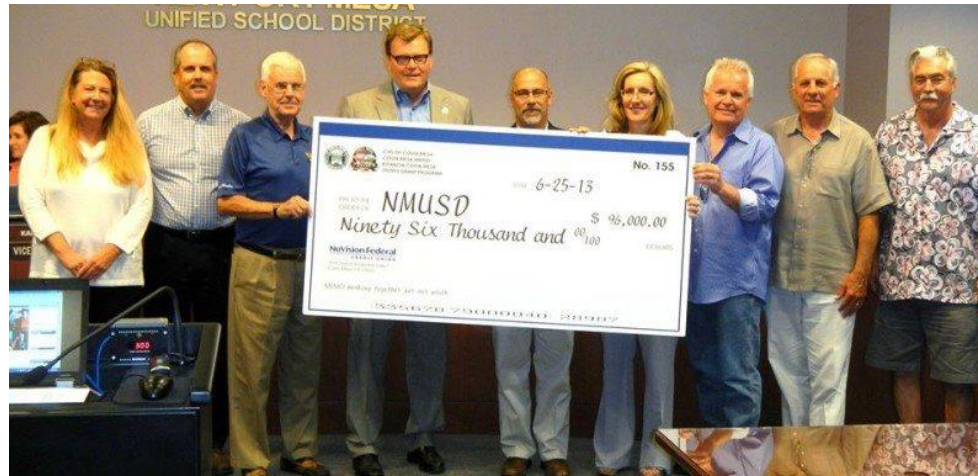
- (g) One half of one percent of the proceeds of the tax set forth in sub-sections (c) and (d) shall be directed toward the implementation of the Cultural and Arts Master Plan and one half of one percent shall be directed towards the implementation of a first time homebuyer program for current residents of the City, former residents who were raised in the City and/or who graduated from the Newport Mesa Unified School District.

**\$400,000**  
in Bank Today!



$\frac{1}{2} \% \times \$4m \text{ Annual Revenue} =$   
**\$200,000** a Year!

## Local Model to Follow:



HOME ABOUT CM UNITED ▾ APPLY FOR A GRANT GRANTS ▾ SUPPORT YOUTH SPORTS=DONATE

## CM ARTS COMMISH POLICY

### Grant Information

#### Who's Eligible?

All Costa Mesa not-for-profit youth sports organizations

#### Types of Projects

Permanent nature, including field enhancements and infrastructure (as a general rule, uniforms, balls, etc. are not considered for grants)

#### Amounts

As a general rule, grant funding will be based on a cost-sharing basis between the foundation, grant applicant, and any other potential participants.

#### How to Apply

Click on the [APPLY NOW](#) link below and fill out all necessary information.

#### When

Costa Mesa United reviews, discusses, and votes on grants quarterly.

- Costa Mesa Arts:
  - Performing , Visual, Literary, Digital, Applied
- Does fund Murals,
- Does not buy Soccer Balls
- Does not fund Staff Salaries
- Grant Funding on Cost Sharing
- Online Application, Arts Commish encouragement
- Allocate say \$200,000 per year, \$50k per Quarter?

**OPPORTUNITY!**



- **Costa Mesa Opportunity**



- **Costa Mesa Arts Community**



# IDEAS!



- Inventory ALL Utility Boxes in CM
- Determine budget to accelerate
- Set say 2 year timeline for ALL

- Fund Teacher
- End project is a MURAL
- Or Digital Arts

- Co-Promote Annual Sculptor Contest
- Match CM Funds with County Funds



# IDEAS!



- **Create Public Art as a Passive Park**

- **Local Performing Arts**
  - **Stage Improvements**
  - **New Lighting System**
  - **New Wound System**

## NEXT STEPS !



- **Appoint Commissioner Fisher Derderian** to Lead the Process Development
- Schedule a Study Session
- Invite the Costa Mesa Arts community to participate
- Formulate a Plan
- Arts Commission Review & Approve Plan
  
- Begin accepting Grant Applications
  
- Make Costa Mesa beautiful with ART !

**NOTE:** City Council has already approved Staff time over 4 hours, by developing the Cannabis Tax for the Arts Policy, which necessarily considered the development of this Process. No further City Council Action is required PG: 8

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**From:** Seema Mishra <seema@vivachedesigns.com>  
**Sent:** Wednesday, April 2, 2025 11:22 PM  
**To:** PACS Comments  
**Cc:** michael@vivachedesigns.com; GARNER, LAURETTE  
**Subject:** Costa Mesa Arts Commission  
**Attachments:** Vivache\_Designs\_Placemaking\_Deck\_Costa Mesa.pdf

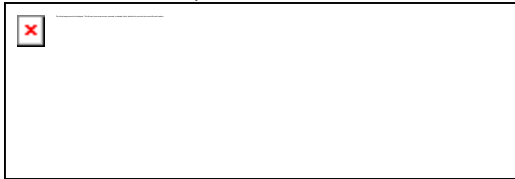
Dear Arts Commissioners,

We would love to work with the Commission to develop a policy and process to allocate meaningful annual funds to the arts. Having done this with a variety of cities and agencies with great success, we are excited to work with the city of Costa Mesa. Please see our attached pdf deck on the power of artwork for cityscapes/placemaking which includes all the work we have done to uplift and transform cities and businesses alike.

It is exciting that you all will budget significant grants and funding to support the arts in our community. Vivache Designs looks forward to working with the Arts Commission on this project - and bringing more artwork to life in the City of the Arts!

My best,  
Seema

--  
Seema Mishra, CEO



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# **TRANSFORMING CITIES THROUGH ART**

**THE POWER OF ART & MURALS AS PLACEMAKERS**  
**MICHAEL CHE ROMERO & SEEMA MISHRA**

# WHO WE ARE – VIVACHE DESIGNS

- A modern-day Renaissance art and design studio
- Experts in mural art, sculpture, placemaking, and immersive design
- Driven by storytelling, technical mastery, and soulful expression
- Clients: Cities, developers, nonprofits, businesses, cultural institutions

*Our ethos: To uplift humanity and transform public spaces through meaningful art that bridges culture, community, and creativity.*

*We want to bring people together, to engage in new and authentic ways. Art is the way.*

# OUR LEADERS



**Seema Mishra**  
**CEO**

- *20+ years experience in the education innovation space*
- *Strategy, research, business and real estate development*
- *Degrees from University of Chicago and London School of Economics*

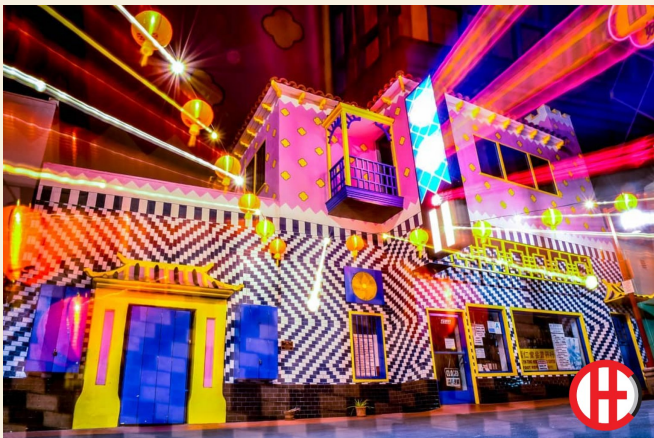


**Michael Che Romero**  
**Chief Creative Officer**

- *20+ years experience as a professional artist*
- *Former professional football player*
- *Expert in visual art, graphic design, sculpture, AI/AR*
  - *Renaissance man*

# THE ROLE OF PUBLIC ART IN URBAN IDENTITY

- Public artwork turns blank walls and spaces into landmarks
- Reflect a city's culture, values, and stories
- Invite locals and tourists alike to connect with the space
- Serve as tools for beautification, revitalization, and pride



# WHY MURALS AND ARTWORK MATTER FOR CITIES

- Visual storytelling for local heritage
- Creates "Instagrammable" moments – boosts tourism
- Engages the community & local artists
- Deters vandalism and promotes stewardship
- Adds emotional and economic value to neighborhoods
- Murals are urban acupuncture — they can bring vibrancy, identity, and healing energy to overlooked areas
- They invite interaction, inspire reflection, and anchor people to place





# FEATURED WORK — PATHWAYS OF HOPE, COMMERCE CA

- A CALTRANS funded grant to the city of Commerce to beautify the existing parks adjacent to the freeways. We were commissioned to redesign and fabricate 15,000 sq ft of murals on a freeway and pedestrian underpass
- Celebrates the city of Commerce's parks and recreation and creates a sense of connection and safety
- Worked for 2.5 years with the city and CALTRANS to envision and make real



# MURAL SERIES — HOME, SPOKANE, WA


- Spanning 2,800 sq ft, this is an eleven mural story arc on nourishment, belonging, and the land. It welcomes people “home”. Located at the Scale House Market, Spokane Conservation District.
- Opening in June 2025, this will be Spokane’s Pike Place Market – a 365 day/year farmers market
- From seed to harvest, community to cosmos, this is public art with soul.
- Rooted in ecology, ancestry, and hope – merging the divine with human




# WHAT MAKES VIVACHE DESIGNS DIFFERENT

 Story-Driven Design – Every mural speaks to the spirit of place

Material Science Mastery – Murals that endure & age beautifully

 Community Collaboration – We engage, educate, and collaborate

 Visionary Thinking – Combining ancient symbology with modern day techniques and technologies

# MURAL ECONOMICS — THE ROI OF PUBLIC ART

- Increases local business revenue
- Raises property and neighborhood value
- Creates shareable content that markets the city organically
- Boosts civic engagement and pride

# LET'S BUILD A LANDMARK TOGETHER

- Every city has stories waiting to be painted and created.
- Let Vivache Designs help you turn your walls into wonders and neighborhoods into narratives.

# FOR MORE INFORMATION... AND TO SEE MORE OF OUR WORK, PLEASE VISIT

- Website
  - <http://www.vivachedesigns.com/>
- Instagram
  - [@vivachedesigns](https://www.instagram.com/vivachedesigns)
- Email – please contact us with any questions!
  - [seema@vivachedesigns.com](mailto:seema@vivachedesigns.com) (CEO)
  - [michael@vivachedesigns.com](mailto:michael@vivachedesigns.com) (Chief Creative Officer)

We look forward to working with you ...  
**THANK YOU!**

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**From:** Mark Kaufman <smarkkauf@earthlink.net>  
**Sent:** Thursday, April 3, 2025 12:13 PM  
**To:** PACS Comments  
**Subject:** Media submission for tonight's Arts Council meeting

90 second video for consideration for tonight's Art Council meeting. Representing LocalARTS Magazine and LocalARTS Studios.

<https://youtu.be/CoxLIKYKZu8?feature=shared>

Thank you

Mark Kaufman  
Publisher  
LocalARTS  
949-275-1976