

OCTOBER 3, 2024
6:00 P.M. – UNOFFICIAL MINUTES

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

PLEDGE OF ALLEGIANCE by Commissioner Ashendorf.

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 Svs. Director
- Laurette Garner, Arts Specialist
- Ashley Thomas, Sr. Recreation Supervisor
- Laura Fautua, Executive Assistant

*Commissioner Ochoa arrived at 6:06pm

PUBLIC COMMENTS

Samuel Helm: Commended the commissioners for their work and encouraged the arts community to consider donating artwork for fundraising and as incentives for non-profits and community events. Raised the topic of artificial intelligence (AI) in the arts, referencing an email sent to the commissioners with detailed thoughts on the matter. They highlighted the need for transparency and disclosure when AI is used in creating art. Concluded by acknowledging the inevitability of adapting to AI in the creative world.

COMMISSIONER COMMENTS

Commissioner Ashendorf: Spoke about two (2) art events: the "Art That Transforms" event at the Norma Herzog Center, supported by a grant from the commission, which included face painting, art workshops, and a live art auction; and Commissioner Ochoa's "Fruits of Labor" exhibit featuring an interactive vegetable mat. Mentioned that Chair Wondercheck is a nominee for the Orange County Business Journal's Women in Business award, and thanked Vice Chair Zuckerman for their positive impact on local schools through OCMA-supported field trips.

Commissioner Lucia: Enjoyed attending the Arts OC Awards with city members. The event celebrated artists and their supporters across Orange County, and they were pleased to see strong representation from Costa Mesa.

Vice Chair Zuckerman: Celebrated October as National Arts and Humanities Month and hosted the City's Art Venture award ceremony at the museum. Announced that OCMA received \$15,000 from the Arts and Culture Master Plan initiative for offering free arts workshops to Costa Mesa residents and the workshops will run throughout the year. Reported that hotel tax revenues in Costa Mesa are projected to exceed pre-pandemic levels, reflecting a shift toward spending on experiences over goods. Given this economic boost, she suggested Costa Mesa consider implementing a hotel tax or a percent-for-art program to further support arts-driven tourism and revenue.

CONSENT CALENDAR

1. MINUTES

08/01/2024 Arts Commission Draft Minutes

MOTION/SECOND: Commissioner Ashendorf motioned to approve the August 1, 2024 minutes/Seconded by Commissioner Derderian.

The motion carried by the following roll call vote:

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

Nays: None

Abstained: None

Absent: Commissioner Mann, Commissioner Ochoa, Chair Wondercheck

Motion Carried: 4-0

MONTHLY REPORTS

1. ARTS & CULTURE STAFF REPORT

Ms. Laurette Garner, Arts Specialist, presented.

OLD BUSINESS

1. REVIEW UTILITY BOX ART PROGRAM HANDBOOK

Ms. Laurette Garner, Arts Specialist, presented.

Vice Chair Zuckerman expressed satisfaction and pride in the recent updates and the outcomes achieved by the Commission.

Commissioner Ashendorf asked about the installation timeline, thanking vendors for their excellent work.

Commissioner Derderian expressed approval of the update, noting it effectively incorporates the commissioners' previous discussions and addresses key points.

Public Comments: None.

MOTION/SECOND: Commissioner Lucia made a motion to move approve the edits and updates to the utility box program handbook/Seconded by Vice Chair Zuckerman.

The motion carried by the following roll call vote:

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

Nays: None

Abstained: None

Absent: Commissioner Mann, Commissioner Ochoa, Chair Wondercheck

Motion Carried: 4-0

NEW BUSINESS: NONE

ADDITIONAL COMMISSIONER MEMBER & STAFF COMMENTS

Commissioner Derderian acknowledged the public comment on AI in art and noted that, as a member of the poet laureate selection committee, they would keep this in mind during discussions with applicants, especially those under serious consideration.

Commissioner Ashendorf inquired about art piece sales and highlighted the art exhibition at the Costa Mesa Senior Center.

ADJOURNMENT Chair Wondercheck adjourned at 6:30 P.M.

DRAFT