

BREA CIVIC & CULTURAL CENTER | 1 Civic Center Circle | Brea, California 92821 | www.cityofbrea.net

CULTURAL ARTS COMMISSION AGENDA Wednesday, December 14, 2022 5:30 p.m.

Blake Perez, Chair

Sara Trujillo, Vice Chair

***Robin Price, Commission
Member***

***Ben Schultz, Commission
Member***

***Robert Warkenton, Commission
Member***

This agenda contains a brief general description of each item the Commission will consider. The Community Services Department has on file copies of written documentation relating to each item of business on this Agenda available for public inspection. Contact the Community Services Department Office at (714) 990-7738 or view the Agenda and related materials on the City's website at www.cityofbrea.net. Materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for public inspection in the Community Services Department's Office at 1 Civic Center Circle, Brea, CA during normal business hours. Such documents may also be available on the City's website subject to staff's ability to post documents before the meeting.

Procedures for Addressing the Commission

Pursuant to Government Code Section 54953(e), members of the Parks, Recreation and Human Services Commission may participate in this meeting via teleconference. Members of the public may offer comment or observe the meeting electronically or by attending in person. All requests to offer comment or observe the meeting electronically must be submitted via phone by calling 714-990-7738 or emailing ashleyr@cityofbrea.net by 12:00 p.m. on Wednesday, December 14, 2022.

PLEASE SILENCE ALL PAGERS, CELL PHONES AND OTHER ELECTRONIC EQUIPMENT WHILE COMMISSION IS IN SESSION.

CULTURAL ARTS COMMISSION MEETING AGENDA

Wednesday, December 14, 2022 at 5:30 p.m.

**Council Chambers
City of Brea Civic & Cultural Center**

1. Call to Order
2. Pledge of Allegiance
3. Invocation
4. Informational
5. Matters from the Audience
6. Action
 - A. Approval of Minutes of the Meeting of November 9, 2022
 - B. Adoption of Annual Goals
7. Information Memorandum
8. Reports
 - A. Commission
 - a. Theater Subcommittee
 - b. Gallery Subcommittee
 - c. Site Awareness Subcommittee
 - d. Art in Public Places Advisory Committee
 - B. Staff
11. Adjournment

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 12/14/2022
SUBJECT: Approval of Minutes of the Meeting of November 9, 2022

RECOMMENDATION

Approve.

RESPECTFULLY SUBMITTED

Prepared by: Ashley Reid, Executive Assistant
Concurrence: Carrie Hernandez, Community Services Manager

Attachments

Minutes

CULTURAL ARTS COMMISSION

Minutes of Special Meeting of November 9, 2022

The Meeting of the Cultural Arts Commission was called to order by Vice Chair Trujillo at 5:31 p.m.

ROLL CALL

Chair Blake Perez, Vice Chair Sara Trujillo, and Commissioners Robert Warkenton and Ben Schultz were present in the Council Chambers. Commissioner Robyn Price was absent.

STAFF PRESENT

Carrie Hernandez, Community Services Manager; Jenn Colacion, Management Analyst; Kris Kataoka, Community Services Supervisor; Kristin Steyerma, Community Services Supervisor; Ana Bomgaars, Community Services Coordinator; and Ashley Reid, Executive Assistant.

APPROVAL OF MINUTES

Motion was made by Commissioner Warkenton, seconded by Vice Chair Trujillo to approve the Minutes of the September 14, 2022, Cultural Arts Commission meeting.

Ayes: Chair Perez, Vice Chair Trujillo, Commissioner Schultz, Commissioner Warkenton

Absent: Commissioner Price

PASSED

INFORMATIONAL

Community Services Manager Hernandez pointed out the new agenda design that now matches the format of the City Council.

MATTERS FROM THE AUDIENCE

None.

ACTION

2023 Gallery Exhibition Calendar

Community Services Manager Hernandez introduced the item and briefly discussed the proposed 2023 exhibition calendar.

Commissioner Warkenton noted that the Gallery Committee did meet prior to the meeting where Community Services Supervisor Bowling introduced the 2023 exhibition calendar proposal. He expressed support.

In response to Commissioner Schultz's inquiry, Community Services Manager Hernandez noted that the SUPERCOLLIDER Collaboration will be a collaboration between the Brea Gallery and the SUPERCOLLIDER organization. She also noted that the title of this show is still pending.

Chair Perez discussed the proposed exhibits and noted how the wide variety of works would be good for the community. He expressed support of the proposed calendar.

Motion was made by Commissioner Schultz, seconded by Vice Chair Trujillo to approve the 2023 Exhibition Calendar.

Ayes: Chair Perez, Vice Chair Trujillo, Commissioner Schultz, Commissioner Warkenton

Absent: Commissioner Price

PASSED

DISCUSSION

Cultural Arts Master Plan Update

Management Analyst Colacion introduced item and outlined the scope of services in the Cultural Arts Master Plan and discussed establishing a steering committee, an assessment of community needs and resources, goal setting and a plan development and prepare and present Master Plan.

In response to Commissioner Warkenton's question, Community Services Manager Hernandez noted that this Master Plan is the first of its kind relating specifically to the arts.

Community Services Manager Hernandez noted that the Cultural Arts Master Plan team researched other cities who have done similar work.

In response to Chair Perez's inquiry, Management Analyst Colacion discussed the timeline of the Cultural Arts Master Plan and that there is a hope to complete it by late summer/early fall 2023.

In response to Commissioner Warkenton's question, Management Analyst Colacion noted that the Cultural Arts Master Plan would be a guiding roadmap for the next seven (7) to ten (10) years that will help identify art related needs within the community.

Commissioner Schultz noted the value in using a consultant with outside perspective.

Community Services Manager Hernandez noted how important it is to continue to elevate the arts and that this is a great way to do this.

In response to Commissioner Warkenton's inquiry, Management Analyst Colacion discussed the process of finding a consultant through the Request for Proposal (RFP) process.

Annual Goal Setting Exercise

Community Services Manager Hernandez introduced the item and discussed the current goals that include some changes that the Commission requested.

In response to Commissioner Warkenton's question, Community Services Manager Hernandez noted the areas that help to show data on how goals have been met.

Chair Perez expressed support of the current goals and noted that the metrics are helpful in gauging success of goals.

Community Services Manager Hernandez noted that it could be helpful in the future to put the goals in a matrix.

Commissioner Schultz noted he liked the format of the current goals.

Commissioners Concurred.

Commissioner Trujillo noted that she liked seeing more that one year on the metrics for easy comparison.

Community Services Manager Hernandez noted that the final goals would be finalized in an action item at a future meeting.

Modified Brown Act Teleconferencing Procedures

Management Analyst Colacion provided Commissioners an update on the changing teleconferencing procedures starting in the new year.

Veterans Day Ceremony and Holiday Programs

Community Services Supervisor Steyerma provided an update on the Veterans Day Ceremony and upcoming holiday programs.

Community Services Manager Hernandez provided Commissioners an update on upcoming giving opportunities.

INFORMATION MEMORANDUM

Community Services Manager Hernandez noted that the info memo contained highlights from September and October.

Community Services Supervisor Kataoka provided Commissioners an update on the Curtis Theatre.

REPORTS

Theatre Committee

Community Services Supervisor Kataoka noted that he will be scheduling a Theatre Committee meeting at the beginning of the year.

Commissioner Warkenton noted how great the Curtis Theatre improvements look.

Gallery Committee

Chair Perez noted that there were no further updates.

Site Awareness Ad Hoc Committee

Management Analyst Colacion noted that the majority of the Site Awareness items would wait until the results of the Master Plan but the P1 parking, drop down banners and bus shelter advertising opportunities would continue to be discussed.

In response to Commissioner Schultz's inquiry, Management Analyst Colacion noted that the funds for Site Awareness would be carried over to the current Fiscal Year.

Art in Public Places Advisory Committee

Community Services Coordinator Bomgaars provided Commissioners an update on sculpture maintenance for the Art in Public Places program.

Staff

None.

ADJOURNMENT

Chair Perez adjourned the meeting at 6:48 p.m.

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 12/14/2022
SUBJECT: Adoption of Annual Goals

RECOMMENDATION

That the Cultural Arts Commission adopt their annual goals as presented.

BACKGROUND/DISCUSSION

At the November 8, 2022, meeting the Cultural Arts Commission discussed their annual goals. Due to the upcoming Cultural Arts Master Plan, the Commission directed staff to maintain the same goals as the previous year and that they would re-evaluate their goals next year.

The goals for the 2023 calendar will be listed, as follows:

1. Community - Connect the Community through Arts
2. History - Uphold Brea's Commitment to the Arts
3. Communication - Engage New Audiences through Inclusive Opportunities and Experiences
4. Economy - Pursue Sustainability and Stimulate Local Economies
5. Quality - Elevate Brea's Art Experiences

RESPECTFULLY SUBMITTED

Chris Emeterio, Assistant City Manager
Prepared by: Jenn Colacion, Senior Management Analyst
Concurrence: Carrie Hernandez, Community Services Manager

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 12/14/2022
SUBJECT: Information Memorandum

RESPECTFULLY SUBMITTED

Prepared by: Ashley Reid, Executive Assistant
Concurrence: Carrie hernandez, Community Services Manager

Attachments

Info Memo - December

I. THEATRE

Activities & Attendance

There were 27 days of performances/activities in the Curtis Theatre in November (2021: 25).
Estimated 4,749 people attended activities this month (2021: 95).

Curtis Theatre Monthly Activities			
Days	Activity	Attendance	Program
1	Vincor Construction	223	Rental
2	Orchestra Collective of OC	319	Season
4	Renew Church	1,024	Rental
1	Brea PD Mall Manager Meeting	23	City Event
1	Josh Becker Memorial	57	Rental
1	Love University	72	Rental
1	50 Shades of Mixed Tech Rehearsal	3	Season
1	Coindreau Music	165	Rental
1	Stone Soul	187	Rental
1	50 Shades of Mixed	108	Season
8	Beechwood School	1,648	Rental
1	Seed Performing Arts	163	Rental
3	Christmas with the Alley Cats	560	Season
1	Beyond Music School	197	Rental
27		4,749	

Box Office

The Box Office sold 595 tickets in November (2021: 973) with gross sales of \$18,791 (2021: \$21,082).

Rentals

Theatre rental revenues this month totaled \$18,450 (2021: \$11,728.75).

Concessions

Concession sales in November totaled \$1,620 (2021: \$0).

Volunteers

24 volunteers (2021: 2) contributed 96 hours this month (2021: 8).

Community Charitable Donations/Non-Profit Comps:

4 donation request letters were received in November and 8 vouchers were issued (2021:0).

Social Media

The following details social media statistics for the month.

- Facebook: 4,489 total followers
- Instagram: 1,415 total followers
- Twitter: 322 total followers
- WordPress Blog: 28 views by 20 visitors

2022/2023 Season Sales			
# of Shows	Show Title	# Sold	% Sold (190)
2	<i>An Evening of Latin Jazz ft. Cuba L.A.</i>	230	61%
4	<i>Page to Stage: That's What She Said</i>	240	32%
1	<i>Amplify #1 - Proud Boy</i>	32	17%
3	<i>Charles Phoenix</i>	363	64%
2	<i>The Pout Pout Fish</i>	350	92%
4	<i>Sondheim on Sondheim</i>	328	43%
2	<i>OC of OC - Dancing the Night Away</i>	213	56%
1	<i>Amplify #2 - 50 Shades of Mixed</i>	104	55%
4	<i>Christmas with the Alley Cats</i>	537	71%
6	<i>It's a Wonderful Life</i>	254	22%
9	<i>A Gentleman's Guide to Love and Murder</i>	106	6%
1	<i>Amplify #3 - Becoming Austin Nation</i>	10	5%
2	<i>Yesterday and Today</i>	64	17%
2	<i>OC of OC - Romantic Reveries</i>	9	2%
2	<i>Tea for Three</i>	49	13%
1	<i>Amplify #4 - The House of Flightless Birds</i>	4	2%
2	<i>OC of OC - Summer Serenade</i>	1	0%
7	<i>The Revolutionists</i>	12	1%
55	Total Possible Ticket Sales - 10,450	2,906	28%

November Highlights***50 Shades of Mixed***

The second installment of the Curtis Theatre's *Amplify* initiative showcased Anastasia Washington's one-woman show entitled *50 Shades of Mixed: Confessions of Your Ethnically Ambiguous Best Friend*. This comedic, yet poignant piece shines a light on the life of someone growing up and navigating the world as a person of multiple ethnic backgrounds. Though autobiographical, Anastasia's story is accessible and relatable to anyone who ever felt like they didn't quite fit in. Following the performance, the audience was invited to stay for a talkback and Q&A session with Anastasia.



II. GALLERY

Attendance

The Gallery was open to the public 17 days in November (11/21: 19). During those open hours, approximately 152 people visited the Gallery (11/21: 190).

Revenue

During the month of November \$1,476.93 was generated from admission, artwork sales, and giftshop sales (11/21: \$2,256.61).

Volunteers

No interns or volunteers worked in November. (11/21: 2 interns/34 hours).

Social Media

- Facebook: 0 new follows, totaling 10,339
- Instagram: 106 new followers, totaling 11,530
- Twitter: 0 new followers, totaling 440
- BreaArtGallery.com Blog: 2,555 unique visitors, with 4,455 page views this month
- MyEmma Newsletter: 0 new newsletter signups, totaling 5,482 active subscribers

November Highlights

- Two new staff have started at the Gallery. We are thrilled to be staffed again with two new individuals as part of the team, Kennelyn DeRoach and Emily Jara. We'll be featuring them in an upcoming blog post to introduce them to our supporters!
- *Pure Unadulterated Joy* continues delighting visitors and we are grateful for all the positive feedback that people continue to share with us and online. We anticipate that the closing party on December 4th, 3pm-5pm will be well attended.



- With the end of the calendar year approaching, the Gallery started our holiday shopping campaign to bring awareness and boost exposure of our Gift Shop. The Gift Shop sells handmade items from 40+ local artists which supports both small businesses and the City of Brea itself. Staff been busy sending email blasts, creating physical coupons to share in city facilities (such as custom discount coupons handed out at the Nutcracker Craft Boutique), offering \$5 off in the online shop to our mailing list, and sending out discounts via the Gallery “insider email”.
Shop small and tell your friends!



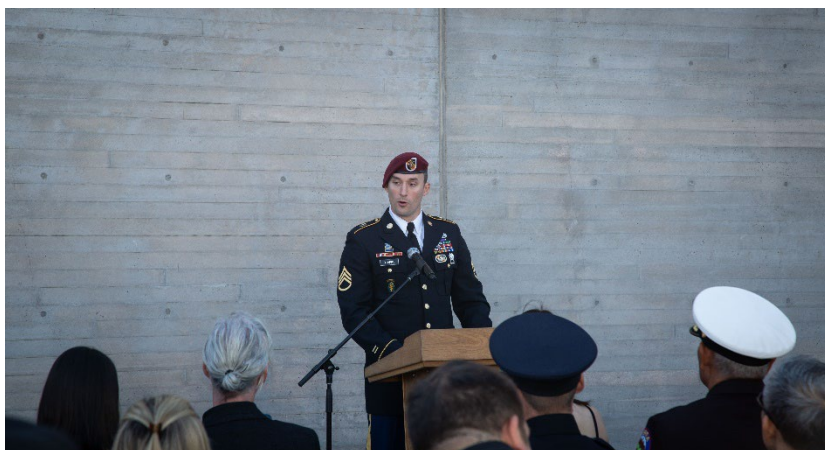
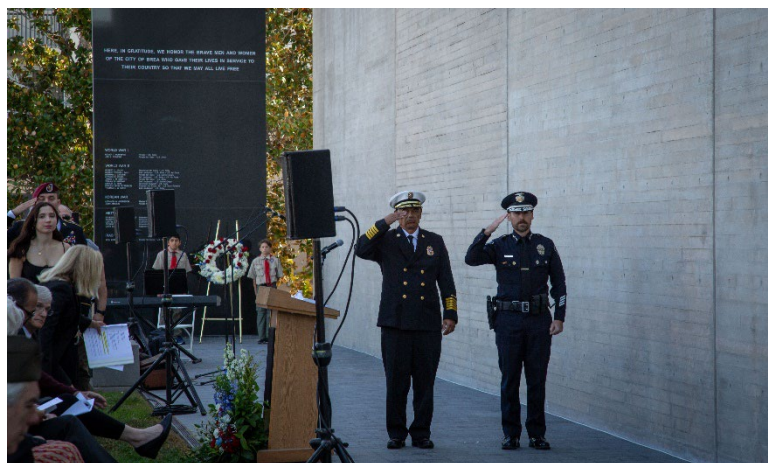
III. Special Events

Special Events

Veterans Day Event

Over 600 Veterans and community members were able to share in the 11th annual Veterans Day event, held on Friday, November 11th at the Brea War Memorial Site at the Civic and Cultural Center. The keynote was given by Staff Sergeant Devin Clarke, retired United States Army Special Operations Interrogator assigned to Joint Special Operations Command. Over his six-year career, Staff Sergeant Clarke attended the Human Intelligence Collector Course, the Iraqi Arabic Course at the Defense Language Institute in Monterey, California, and the U.S. Army Airborne School at Fort Benning, Georgia, before being deploying to Afghanistan, Iraq, and Syria. On January 16, 2019, while conducting a mission in a marketplace in Syria, Staff Sergeant Clarke and his team were ambushed by an ISIS suicide bomber. Staff Sergeant Clarke was one of three survivors who received a Purple Heart after sustaining third-degree burns, hearing loss, and shrapnel injuries from the attack. Staff Sergeant Clarke medically retired from the Army in March 2021 and is currently pursuing a master's degree in War, Diplomacy, and Society from Chapman University. His keynote brought light and levity while also reminding us as Breans the great sacrifice that our Veterans make big and small daily, we were honored and grateful to have him.

It was very important to make sure the event was all about honoring and celebrating our military families and remembering Breans who paid the ultimate price for their country. The ceremony helped to bring our community together—young, and young at heart—military and civilian—leaving an imprint in our collective memories and it is one that will always be remembered!



Nutcracker Craft Boutique

Over 4,500 customers shopped at the 28th annual City of Brea Nutcracker Craft Boutique on Friday and Saturday, November 18 and 19, at the Brea Community Center. This year there were 269 vendors, who were all so eager to be back with the community and doing what they all love to do. The City of Brea's boutique is one of the largest in North Orange County and featured a variety of different vendors selling one-of-a-kind holiday gift items. Great job to our Community Services team for delivering such an impactful event.

This was the sixth year that the Brea annual ornament was featured and was on sale. Brea keepsake ornaments can be purchased at the Special Events Counter or at the Community Center.



Holiday Tree Lighting

The Annual Tree Lighting Ceremony was held Thursday, December 1st, at 6:30 p.m. at the Civic and Cultural Center and attracted around 800 attendees! The weather was chilly and perfectly paired with the hot coco and cookies that were provided by the City of Brea. The community got to see Santa and his reindeer and hear beautiful songs from Brea's Christ Lutheran Choir and Olinda Elementary Show Choir. There was mistletoe provided by North Hills Church and even opportunities to shop with some vendors!



2022 Movie Under the Stars

We are hosting our final Movie Under the Stars event for the season at the Brea Civic & Cultural Center Plaza (first floor) at 6:00 p.m. on Saturday, December 10th featuring *The Nightmare Before Christmas*.

It will be great to see our community out at this event and able to enjoy the beautiful weather and close of the year. We will partner with Sheila Buonauro Realty who will provide snacks, popcorn and cotton candy. We can't wait to see everyone out in a couple of weeks.

