



BREA CIVIC & CULTURAL CENTER | 1 Civic Center Circle | Brea, California 92821 | [www.cityofbrea.net](http://www.cityofbrea.net)

## CULTURAL ARTS COMMISSION AGENDA

**Wednesday, April 12, 2023  
5:30 p.m.**

**Robyn Price, Chair**

**Sara Trujillo, Vice Chair**

**Beverly Falco, Commissioner**

**Ben Schultz, Commissioner**

**Linda Shay, Commissioner**

---

*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 at (714) 990-7738 or view the Agenda and related materials on the City's website at [www.cityofbrea.net](http://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 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**

*The Commission encourages interested people to address this legislative body by making a brief presentation under Matters from the Audience. State Law prohibits the Commission from responding to or acting upon matters not listed on this agenda.*

*The Commission encourages free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of your entire group. Commission rules prohibit clapping, booing or shouts of approval or disagreement from the audience. Please silence all cell phones and other electronic equipment while the Commission is in session. Thank you.*

*Written comments may be submitted in advance of the meeting by emailing [ashleyr@cityofbrea.net](mailto:ashleyr@cityofbrea.net). Written comments received by 3 p.m. on the day of the meeting will be provided to the Commission, will be made available to the public at the meeting, and will be included in the official record of the meeting.*

### **Special Accommodations**

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (714) 990-7738. Notification 48 hours prior to the meeting will enable City staff to make reasonable arrangements to ensure accessibility. (28 CFR 35.102.35.104 ADA Title II)*

# **CULTURAL ARTS COMMISSION MEETING AGENDA**

**Wednesday, April 12, 2023, at 5:30 p.m.**

**Council Chamber, Level 1**

**City of Brea Civic & Cultural Center**

---

1. Call to Order
2. Pledge of Allegiance
3. Invocation
4. Informational
5. Matters from the Audience
6. Correspondence
7. Action
  - A. Approval of Minutes of the Meeting of March 8, 2023
  - B. Establish a Cultural Arts Master Plan Ad Hoc Committee
8. Discussion
  - A. Special Events Update
  - B. Site Awareness Update
  - C. Love Brea Update
9. Information Memorandum
10. Reports
  - A. Commission
    - a. Theater Subcommittee
    - b. Gallery Subcommittee
    - c. Site Awareness Subcommittee

d. Art in Public Places Advisory Committee

e. Country Fair Steering Committee

B. Staff

11. Adjournment

City of Brea

---

**COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members  
**FROM:** Chris Emeterio  
**DATE:** 04/12/2023  
**SUBJECT:** Correspondence

---

**RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manger  
Prepared by: Ashley Reid, Executive Assistant  
Concurrence: Carrie Hernandez, Deputy Director

---

**Attachments**

Correspondence

---

Hi Ms Kristin,

I wanted to take this time to thank you again for allowing me to participate in this year's Spring Boutique and also let you know that you and your team did a wonderful job organizing the event! I really didn't know what to expect, especially since it was my first time having a booth here (first time having a booth altogether actually 😊) but everything seemed to run so smoothly and I appreciate the efforts made in ensuring the weekend was safe and fun for everyone! Hope there will be more opportunities like this in the future!

Take care,  
Celeste =)

Thank you so much for having girlygirl leggings boutique. It was a amazing event you did a great job. I did amazing happy to be part of your spring event  
I would love to have same location  
When can I sign up. I love my location.  
Have a bless day. Thank you.

Hi Kristin,

Great job on the Spring Boutique. As usual it was fun and great customers. I thank you for allowing me to keep coming and a great spot!

Liz  
Liz Stegall

Kristin, I do many shows and working with you and your staff is just great! I truly appreciate all of your hard work. I actually did very well at the Show. I often wonder if I would do better outside of a room but not sure since people are looking for me there. Thank you for all of your help. You guys need praise as well. Traditionally there is no March show that hits the numbers anyone does during November or December shows it just comes with the necessity. It was a great show. Give your staff my praise. God Bless, Claudia

Thank you, Kristin, for all your hard work to make this happen! I would like to be a vendor at the County Fair again this year. Are you going to be sending out the applications?

Hi Kristin! You always do a great job coordinating each of the events. I appreciate you helping me with a cart for my tables. Sales were low for me but as you said we don't know how customers are going to spend their money. Fortunately, I bring my supplies with me and made some custom bracelets. It's unfortunate that vendors are parked in the front parking lot. Vendors are also parking on Madison. Both of these places should be reserved for customers. Where is the Country Fair held? I've never participated in that event.

Have a great day!

Dorie 🍷  
Rustic Rose Collections

Thank you for all you do in preparing, organizing, and supporting us crafters. Once again, the Brea Spring Show went on without any major issues. I had a great time seeing and visiting with customers and friends. Low sales but the situation with the economy was a major factor and I was prepared for it. Again, keep up the great work, have a great summer and I will see you in fall.

Warmest Regards,  
Annie

Hi Kristin,

Thank you again for your hard work and consideration. Everything was well organized, vendors were great and the turnout Saturday was strong. As a full-time small business owner & metalsmith your show helps pay my big business bills. I am definitely interested in spot #74 again for the Brea Nutcracker.

As for the parking, I had a client that got lost then luckily found parking in the community center lot. Maybe you have thought of this already, having two people patrol the entrance and give clients a yellow ticket to place on their dashboard for guest parking at the community center and if vendors try to enter they can just drop off their stuff, and on their way out receive a green card directing them to the Civic Center parking lot.

Just to share, the civic center needed a sign to direct vendors even though I had the flier papers. I still was confused where the entrance was.

Other than that, great show as always! I'm excited for the Christmas fair. I am forever claiming that spot ahaha if you'll have me. Thank you for much again!

Big thanks,  
Scarlet Mora  
@johnscarletdesign

Hi Kristin,

This is Sandra from the Craft Squad. I would like to thank you for letting us be part of your craft show. Vendors that can't follow the rules should have a punishment. My suggestion would be to not let them into the nut cracker this year. The vendor parking was easy to find and there was plenty of room. No excuse to not being able to follow this simple rule.

Thank you for all your time and effort in putting on this show. It's very well organized and especially with the number of vendors that come through to set up. I want to say thank you so much for having volunteers watch our booth for a break. I really appreciated that! I look forward to the Nutcracker Boutique this year!

Thank you,  
Lupe Soto  
Luv N Ladybugs

Hi Kristin. Thank you for this email and for all you do. I personally had a decent show. I have a lower expectation for the spring show as shoppers aren't as aggressive as they are during the holidays looking for gifts for several people, etc. Myself and my neighbor's booth, the chala purse lady, did pretty well, again with the expectation that the spring show doesn't bring out all the shoppers as does holidays. That

being said it did seem slower on Saturday then what I expected in terms of foot traffic. Also, a year or two ago I heard a vendor mention that they would like to see staff recruit, younger more hip vendors and homemade art from other shows, possibly giving them a lower registration to bring them in the first time. I think a lot of us older people only appeal to an older crowd, and it would be great to find ways to bring in some hipper vendors who have big followings. I tried to adjust some of my product to a younger appeal, but I still sold almost all of my things to older people and my hipper items didn't sell lol lol. Just throwing it out there as an idea I heard. I think that's going to be the way to build up the show. Just my opinion. I appreciate everything and your staff does, however and look forward to the Nutcracker.

Thank you, Kristin!

I had a great time and am looking forward to the Nutcracker Boutique. If anyone turns in a long crochet hook, I lost two over the weekend. Additionally, can you send me the contact info for teaching classes - or give her mine? Several people expressed interest in weaving workshops. There would be some logistics to work out, so I'd like to reach out to her ...

Thanks!

Kathee

Morning Kristin and Staff!

Thank you so much for allowing Dem' Nutz to be part of your Spring Boutique. We're grateful for every new person who gets to sample our Nutz and we can bring smiles and laughter's to their day through our branding and delicious Nutz. I hope you got to pair our Nutz on things such as salads, ice cream, yogurt, oatmeal, pancakes, beer, wine and so much more.

Thanks again!

-Dana & Gary 😊

City of Brea

---

**COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members  
**FROM:** Chris Emeterio  
**DATE:** 04/12/2023  
**SUBJECT:** Approval of Minutes of the Meeting of March 8, 2023

---

**RECOMMENDATION**

Approve.

**RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager  
Prepared by: Ashley Reid, Executive Assistant  
Concurrence: Carrie Hernandez, Deputy Director

---

**Attachments**

Minutes

---



# **CULTURAL ARTS COMMISSION**

## **Minutes of Meeting of March 8, 2023**

The Meeting of the Cultural Arts Commission was called to order by Commissioner Price at 5:31 p.m.

### **ROLL CALL**

Chair Roby Price, Vice Chair Sara Trujillo and Commissioners Beverly Falco and Linda Shay were present in the Council Chambers. Commissioner Ben Schultz was absent.

### **STAFF PRESENT**

Carrie Hernandez, Deputy Director; Jenn Colacion, Senior Management Analyst; Elliot Forrester, Community Services Specialist; Kristin Steyerma, Community Services Supervisor; Heather Bowling; Community Services Supervisor; and Ashley Reid, Executive Assistant.

### **PLEDGE OF ALLEGIANCE**

Chair Price

### **INVOCATION**

Chair Price

### **INFORMATIONAL**

Deputy Director Hernandez thanked Chair Price for attending the March 7, 2023, City Council meeting and sharing with the Council the Cultural Arts Commissions adopted goals. She also noted that on March 3, 2023, the City of Brea and the Cultural Arts programs were featured on the KCAL Channel 9 and CBS Channel 2 morning news as part of their SoCal Spotlight city of the week.

Deputy Director Hernandez also shared with Commissioners that Gallery Director Heather Bowling, will be leaving the City of Brea Gallery for another opportunity.

### **MATTERS FROM THE AUDIENCE**

None.

### **ACTION**

Approval of the Minutes of the February 8, 2023 meeting

Motion was made by Commissioner Falco, seconded by Commissioner Shay to approve the meeting minutes of the February 8, 2023 meeting.

Ayes: Chair Price, Commissioner Falco, Commissioner Shay

Abstain: Vice Chair Trujillo

Absent: Commissioner Schultz

Passed

2023/2024 Curtis Theatre Season Offerings

Community Services Specialist Forrester provided Commissioners the proposed 2023/24 Curtis Theatre Season offerings.

In response to Chair Price's inquiry, Community Services Specialist Forrester discussed process for ticket sales and how an attender qualifies as a season subscriber and the benefits.

Motion was made by Vice Chair Trujillo, seconded by Commissioner Falco to approve the proposed 2023/24 Curtis Theatre Season Offerings.

Ayes: Chair Price, Vice Chair Trujillo, Commissioner Falco, Commissioner Shay

Absent: Commissioner Schultz

Passed

## **DISCUSSION**

### Commission Committee Appointments

Chair Price appointed herself to the Site Awareness Ad Hoc Committee, Commissioners Falco and Shay to the Gallery Committee, and Commissioner Falco to the Theatre Committee. All other appointments remained the same.

### Cultural Arts Master Plan Update

Senior Management Analyst Colacion provided Commissioners an update on the Cultural Arts Master Plan.

### Taste of Brea Update

Senior Management Analyst Colacion informed Commissioners that Taste of Brea is scheduled on Thursday, May 25, 2023 from 5:00pm to 9:00pm and that staff would be reaching out to schedule shifts for Commissioners to assist.

### Special Events Update

Community Services Supervisor Steyermaier provided Commissioners an update on upcoming Special Events.

## **INFORMATION MEMORANDUM**

Deputy Director Hernandez noted the highlights that were provided in the information memorandum.

Vice Chair Trujillo noted that she went to the Curtis Theatre to see *A Gentleman's Guide to Love and Murder* and enjoyed the performance.

Community Services Supervisor Bowling provided Commissioners an update on the success of the *Made in California* call for art.

## **REPORTS**

### Theatre Committee

Vice Chair Trujillo noted that the Theatre Committee should meet soon.

### Gallery Committee

Community Services Supervisor Bowling noted that a Gallery Committee meeting would be scheduled soon.

### Site Awareness Ad Hoc Committee

Senior Management Analyst Colacion provided Commissioners an update on site awareness measures taking place at the staff level.

### Art in Public Places Advisory Committee

None.

### Staff

Executive Assistant Reid confirmed that all Commissioners were able to access and utilize their City issued emails and noted that going forward, email communication would only be through City issued email.

Community Services Specialist Forrester noted that if any Commissioners wanted to attend any upcoming shows at the Curtis Theatre to let him know.

## **ADJOURNMENT**

Chair Price adjourned the meeting at 6:09 p.m.

City of Brea

---

**COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members  
**FROM:** Chris Emeterio  
**DATE:** 04/12/2023  
**SUBJECT:** Establish a Cultural Arts Master Plan Ad Hoc Committee

---

**RECOMMENDATION**

Appoint two Commissioners to serve on an Ad Hoc Committee through the duration of the Cultural Arts Master Plan development.

**BACKGROUND/DISCUSSION**

As part of the FY 22-23 Budget Cycle, City Council authorized funding for Brea's first ever Cultural Arts Master Plan. Staff has begun work on the project including issuing a Request for Proposals to select a consultant, and ultimately selecting Arts Orange County to lead the project efforts.

At this time, staff would recommend the Cultural Arts Commission establish a focused Ad Hoc Committee of two members to work closely with staff on the development of the Master Plan.

**RESPECTFULLY SUBMITTED**

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

---

City of Brea

---

**COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members  
**FROM:** Chris Emeterio  
**DATE:** 04/12/2023  
**SUBJECT:** Special Events Update

---

**BACKGROUND/DISCUSSION**

Staff will provide Commissioners an update on Special Events.

**RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager  
Prepared by: Kristin Steyerman, Community Services Supervisor  
Concurrence: Carrie Hernandez, Deputy Director

---

City of Brea

---

**COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members

**DATE:** 04/12/2023

**SUBJECT:** Site Awareness Update

---

**BACKGROUND/DISCUSSION**

Staff will provide Commissioners an update on Site Awareness.

**RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager

Prepared by: Jenn Colacion, Senior Management Analyst

Concurrence: Carrie Hernandez, Deputy Director

---

City of Brea

---

**COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members  
**FROM:** Chris Emeterio  
**DATE:** 04/12/2023  
**SUBJECT:** Love Brea Update

---

**BACKGROUND/DISCUSSION**

Staff will provide Commissioners an update on Love Brea.

**RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager  
Prepared by: Carrie Hernandez, Deputy Director

---

City of Brea

---

**COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members  
**FROM:** Chris Emeterio  
**DATE:** 04/12/2023  
**SUBJECT:** Information Memorandum

---

**RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager  
Concurrence: Carrie Hernandez, Deputy Director

---

**Attachments**

Information Memorandum

---

## I. THEATRE

### Activities & Attendance

There were 34 performances/activities in the Curtis Theatre in March (2022: 31). Estimated 8,683 people attended activities this month (2022: 6,534).

Curtis Theatre Monthly Activities			
Days	Activity	Attendance	Program
3	Linda Vista Elementary	918	Rental
8	Golden Elementary	2,142	Rental
4	Renew Church	1,136	Rental
7	Woodsboro Elementary	1,836	Rental
6	Heritage Oak School	1,530	Rental
1	Becoming Austin Nation	203	Season
5	Yorba Linda Spotlight	918	Rental
<b>34</b>		<b>8,683</b>	

### Box Office

The Box Office sold 177 tickets in March (2022: 5) with gross sales of \$3,915.00 (2022: \$105.00).

## Rentals

Theatre rental revenues this month totaled \$25,123.75 (2022: \$34,418.00).

## Concessions

Concession sales in March totaled \$152.00 (2022: \$35.00).

## Volunteers

5 volunteers (2022: 0) contributed 20 hours this month (2022: 0).

Community Charitable Donations/Non-Profit Comps:

2 donation request letters were received in March and 4 vouchers were issued (2022:1).



Social Media

The following details social media statistics for the month.

- Facebook: 4,586 total followers
- Instagram: 1,568 total followers
- Twitter: 319 total followers

<b>2022/2023 Season Sales</b>			
<b># of Shows</b>	<b>Show Title</b>	<b># Sold</b>	<b>% Sold (190)</b>
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>	542	48%
9	<i>A Gentleman's Guide to Love and Murder</i>	1,570	92%
1	<i>Amplify #3 - Becoming Austin Nation</i>	196	103%
2	<i>Yesterday and Today</i>	289	76%
2	<i>OC of OC - Romantic Reveries</i>	35	9%
2	<i>Tea for Three</i>	67	18%
1	<i>Amplify #4 - The House of Flightless Birds</i>	6	3%
2	<i>OC of OC - Summer Serenade</i>	5	1%
7	<i>The Revolutionists</i>	24	2%
<b>55</b>	<b>Total Possible Ticket Sales - 10,450</b>	<b>5,131</b>	<b>49%</b>

## March Highlights

### ***Becoming Austin Nation***

In March, the Curtis Theatre presented the third installment of the Amplify initiative *Becoming Austin Nation - From Crack to PhD: A Drag Queen's Story*. This one-person show is an autobiographical telling of Austin Nation's story – from his early days of experiencing racism, sexism, and homophobia through his battles with HIV, AIDS, and addiction, to his 20+ year sobriety, academic success, and love of drag. This powerful narrative is partially a cautionary tale, but ultimately has a heartfelt message of hope and courage. In the Q&A session that followed the performance, audience members shared how deeply moved they were and expressed heartfelt gratitude to Austin for sharing his story as well as the Curtis Theatre for providing a platform.



## II. GALLERY

### Attendance

The Gallery was open to the public 18 days in March (3/22: 18). During those open hours, approximately 219 people visited the Gallery exhibit and gift shop (3/22: 170).

### Revenue

During the month of March \$50,753.36 was generated from gift shop, artwork sales, and call for art fees (3/22: \$45,371.49).

### Volunteers

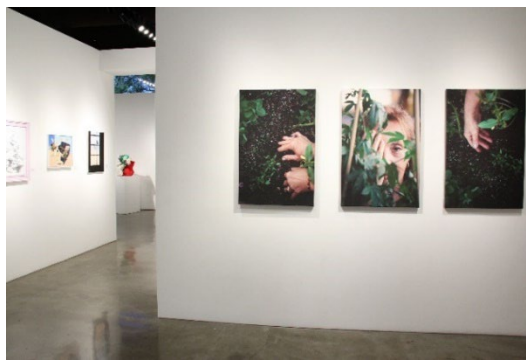
No interns or volunteers worked in March. (3/22: 0 hour).

### Social Media

- Facebook: 6 new follows, totaling 10,410
- Instagram: 93 new followers, totaling 12,838
- Twitter: 2 new followers, totaling 440
- BreaArtGallery.com Blog: 2,800 unique visitors, with 6k page views this month
- MyEmma Newsletter: 609 new newsletter signups, totaling 6,206 active subscribers

### March Highlights

- In preparation for *Made in California*, Gallery Staff sent out all of the MICA acceptance notifications on March 9<sup>th</sup> and have been maintaining constant communication with the 101 accepted artists since then. As well, Staff have begun to prepare for all of the elements that go into the show, such as installation, marketing, new virtual events, etc. This year's MICA is sure to be a great one due to the excited, new group of artists participating this year.
- *Domestic Detritus* closed on March 24<sup>th</sup> and installation has started. Staff has been busy arranging artwork pickup, shipping and intaking new pieces for the next show.



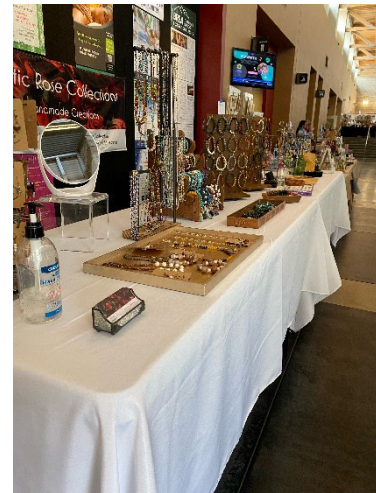


### III. Special Events

#### Special Events

##### *Spring Craft Boutique*

The Spring Craft Boutique was a two-day event this year, held on March 17<sup>th</sup> and 18<sup>th</sup> at the Brea Community Center. There were over 2,500 customers and community members who shopped at the 23rd annual City of Brea Spring Craft Boutique. The boutique featured 223 vendors, selling unique one-of-a-kind seasonal and year-round gifts and décor, wearable art, jewelry, florals, baby items, tasty goodies and much more. We had more attendance and more vendors, than the previous year, helping us get back to our pre-pandemic numbers and community outreach. Win-win in or books. This is a really fun event where the community is able to shop local, sample and purchase unique items from small business owners.



##### *Pet Expo*

We are so excited to be hosting our fourth Annual Pet Expo on April 1st from 9 a.m.-3 p.m. at the Brea Community Center. The Pet Expo will be featured over 100 vendors, highlighting pet products, learning opportunities and pet adoptions as well as demonstrations from Anaheim Police Department K-9 Unit as well as the Brea Police Department. The community will be able to see a variety of K-9 techniques, including a drug sniffing drill, dog obedience and simulation bite. This event will cost \$2.00 for admission and we hope you all are able to attend this fun local event for the community.

