



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

CULTURAL ARTS COMMISSION AGENDA

**Wednesday, May 10, 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. 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. 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, May 10, 2023, at 5:30 p.m.

**Council Chambers 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 April 12, 2023
8. Discussion
 - A. Cultural Arts Master Plan
 - B. Special Events Update
 - C. Site Awareness Update
 - D. Made in California Opening Reception
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: 05/10/2023
SUBJECT: Approval of Minutes of the Meeting of April 12, 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 April 12, 2023

The Meeting of the Cultural Arts Commission was called to order by Commissioner Price at 5:30 p.m.

ROLL CALL

Chair Robyn 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; Kris Kataoka, Community Services Supervisor; Kristin Steyerman, Community Services Supervisor; Katie Chidester, Community Services Supervisor; Ana Bomgaars, Community Services Coordinator; and Ashley Reid, Executive Assistant.

PLEDGE OF ALLEGIANCE

Chair Price

INVOCATION

Chair Price

INFORMATIONAL

Deputy Director Hernandez introduced Katie Chidester, the new Community Services Supervisor/Gallery Director.

MATTERS FROM THE AUDIENCE

None.

CORRESPONDENCE

Deputy Director Hernandez highlighted some comments received from the community.

In response to Chair Price's inquiry, Community Services Supervisor Steyerman discussed the importance of relationship building with the vendors who participate in Special Events.

ACTION

Approval of the Minutes of the March 8, 2023 meeting

Motion was made by Chair Price, seconded by Vice Chair Trujillo to approve the meeting minutes of the February 8, 2023 meeting as amended to reflect the correction of a name spelling.

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

Absent: Commissioner Schultz

Passed

Establish a Cultural Arts Master Plan Ad Hoc Committee

Senior Management Analyst Colacion provided a brief background on the Cultural Arts Master Plan and noted that the appointments for the Ad Hoc Committee were at the Chair's discretion.

In response to Vice Chair Trujillo's question, Senior Management Analyst Colacion provided Commissioners more details about the responsibilities of the Ad Hoc Committee.

Vice Chair Trujillo noted that because the Cultural Arts Commission is so involved with the arts in different capacities, each member would be interested in being on the Ad Hoc Committee.

Deputy Director Hernandez noted that at different points throughout the process, the entire Commission would be able to be involved.

Commissioners concurred to continue this item to a future meeting.

DISCUSSION

Special Events Update

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

Vice Chair Trujillo noted the success of the Pet Expo.

Site Awareness Update

Senior Management Analyst Colacion provide Commissioners an update on Site Awareness.

Love Brea Update

Community Services Supervisor Steyerma provided Commissioners an update on the upcoming Love Brea event.

Deputy Director Hernandez provided more details about some of the available service projects that are available for volunteers to sign up for.

Community Services Coordinator Bomgaars informed Commissioners about a specific Art in Public Places project that is available.

INFORMATION MEMORANDUM

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

REPORTS

Theatre Committee

Vice Chair Trujillo provided Commissioners an update from the latest Theatre Committee meeting.

Gallery Committee

None.

Site Awareness Ad Hoc Committee

None.

Art in Public Places Advisory Committee

Senior Management Analyst Colacion noted that she did receive an application and that a meeting would be scheduled soon.

Country Fair Steering Committee

Vice Chair Trujillo noted that the Committee has been meeting monthly in preparation for the upcoming Country Fair.

Staff

Community Services Supervisor Chidester informed Commissioners about the upcoming Made in California opening reception on April 29, 2023 from 5:00pm to 7:00pm.

ADJOURNMENT

Chair Price adjourned the meeting at 6:05 p.m.

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 05/10/2023
SUBJECT: Cultural Arts Master Plan

RECOMMENDATION

1. Provide staff direction on the creation of a Cultural Arts Master Plan Steering Committee
2. Appoint one-to-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 selecting a consultant - Arts Orange County - to lead the project efforts.

Staff will provide a summary of the Master Plan process and timeline, as well as a proposal for the creation of a community-based Steering Committee. In addition, staff is recommending the Cultural Arts Commission, at the Chair's discretion, establish a focused Ad Hoc Committee of one-to-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

DATE: 05/10/2023

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 Steyerma, Community Services Supervisor

Concurrence: Carrie Hernandez, Deputy Director

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members

DATE: 05/10/2023

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

DATE: 05/10/2023

SUBJECT: Made in California Opening Reception

BACKGROUND/DISCUSSION

Staff will provide Commissioners an update on the Made in California opening reception and exhibit.

RESPECTFULLY SUBMITTED

Chris Emeterio, Assistant City Manager

Prepared by: Katie Chidester, Community Services Supervisor/Gallery Director

Concurrence: Carrie Hernandez, Deputy Director

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members

DATE: 05/10/2023

SUBJECT: Information Memorandum

RESPECTFULLY SUBMITTED

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

Attachments

Information Memorandum

I. THEATRE

Activities & Attendance

There were 28 performances/activities in the Curtis Theatre in April (2022: 26). Estimated 4,221 people attended activities this month (2022: 5,377).

Curtis Theatre Monthly Activities			
Days	Activity	Attendance	Program
2	Yorba Linda Spotlight	367	Rental
5	Renew Church	1,420	Rental
1	The Revolutionists - Production Meeting	9	Season
1	Love University	112	Rental
1	Irvine Conservatory	92	Rental
1	The Music Abode	234	Rental
1	Rainbow Angel Academy	89	Rental
4	The Revolutionists - Auditions	75	Season
1	Sahaar Joseph Conference	32	Rental
1	Yesterday and Today	348	Season
1	Encore Elite	231	Rental
1	Alpha Music Group	189	Rental
1	The Revolutionists - Costume Fittings	6	Season
1	Physique League of America	178	Rental
1	Shimmy Shakedown	187	Rental
1	Stagelight Improv Show	72	Rental
2	Nouveau Chamber Ballet	245	Rental
2	Orchestra Collective of OC	335	Season
28		4,221	

Box Office

The Box Office sold 435 tickets in April (2022: 186) with gross sales of \$9,683.00 (2022: \$4,492.00).

Rentals

Theatre rental revenues this month totaled \$14,702.50 (2022: \$18,273.25).

Concessions

Concession sales in April totaled \$2,159.00 (2022: \$153.00).

Volunteers

13 volunteers (2022: 8) contributed 43 hours this month (2022: 40).

Community Charitable Donations/Non-Profit Comps:

5 donation request letters were received in April and 10 vouchers were issued (2022:3).

Social Media

The following details social media statistics for the month.

- Facebook: 4,598 total followers
- Instagram: 1,626 total followers
- Twitter: 321 total followers

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>	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>	336	88%
2	<i>OC of OC - Romantic Reveries</i>	229	60%
2	<i>Tea for Three</i>	117	31%
1	<i>Amplify #4 - The House of Flightless Birds</i>	13	7%
2	<i>OC of OC - Summer Serenade</i>	7	2%
7	<i>The Revolutionists</i>	57	4%
55	Total Possible Ticket Sales - 10,450	5,464	52%

April Highlights

Yesterday and Today: The Interactive Beatles Experience & The Orchestra Collective of OC

In April, the Curtis Theatre presented two concerts as part of the 2022-2023 season. First, was the wildly popular *Yesterday and Today: The Interactive Beatles Experience*. This show, produced by Rave On Productions, takes audience suggestions to create a unique concert of Beatles songs all by request. The band played many of the best-known hits as well as a few deep cuts that only the most ardent of Beatles fans knew. The crowd was very appreciative and many went out of their way to tell us just how much they enjoyed the show.

Later in April, the Orchestra Collective of Orange County returned to present a concert called “Romantic Reveries”. This repertoire featured several selections that highlighted the Romantic period of Classical music including Coleridge-Taylor’s *Song of Hiawatha*, *Finlandia* by Sibelius, and the entirety of Elgar’s *Cello Concerto in E minor* featuring soloist Laszlo Mezo.



II. GALLERY

Attendance

The Gallery was open to the public 2 days in April (4/22: 18). During those open hours, approximately 450 people visited the Gallery exhibit and gift shop (4/22: 219).

Revenue

During the month of April \$3,569.65 was generated from gift shop sales (4/22: \$4,647.72).

Volunteers

No interns or volunteers worked in April. (4/22: 0 hour).

Social Media

- Facebook: 2 new follows, totaling 10,412
- Instagram: 207 new followers, totaling 12,838 13,045
- Twitter: 0 new followers, totaling 437
- BreaArtGallery.com Blog: 2,700 unique visitors, with 4.9k page views this month
- MyEmma Newsletter: 0 new newsletter signups, totaling 6,135 active subscribers

April Highlights

- Gallery staff has been working to deinstall the last exhibit and return all artwork to the artists. As well as intake all 95 pieces of art (shipping and drop-off appointments) for *Made in California* with 96 artists.
- Opening night of *Made in California* was a massive success with over 400 people in attendance including many of the exhibiting artists joining with friends and family. A total of 21 individual awards were given out, totaling \$3000 in cash prizes. Music was provided by a DJ who played 1970s soul and funk music, setting the tone for everyone to have a great time. Fruit platters, veggie trays, popcorn, pretzels, trail mix were served, as well as, frozen Otter Pops as a sweet treat. A professional photographer was hired to capture the whole evening – we'll share those soon!



III. Special Events

Special Events

Fourth Annual Pet Expo

Community Services held the fourth Annual Pet Expo on Saturday, April 1st from 9 a.m. to 3 p.m. at the Brea Community Center. There were over 1,700 community members who participated in this fun event. The Pet Expo featured over 85 vendors, highlighting pet products, learning opportunities and pet adoptions. Adoptions resulted in 45 animals finding new homes, including dogs, cats and rabbits. We beat all 2022 numbers with community members, vendors and adoptions, so we know that our community loves this one!

Three K-9 demonstrations took place, one at 10 a.m. with Anaheim Police Department and then at 11 a.m. and 1 p.m. with Brea Police Department and they were all a huge success with the community. Both agencies were able to walk the community through a variety of K-9 techniques, including a drug sniffing drill, dog obedience and simulation bite.

The event was a success due to the teamwork of Community Services, the Print Shop, the Police Department and Public Works. Thank you all for your hard work.



2023 Country Fair—July 4th

The 43rd Annual Country Fair will be held on Tuesday, July 4th in City Hall Park. We are so excited for this amazing event that gets kicked off by Kiwanis Club pancake breakfast, followed by the Brea Ministerial Association morning service. Continuous entertainment will take place at the bandstand and of course community members will get the chance to enjoy food, games, the Beautiful Baby Contest, carnival rides, Pony Ride, Petting Zoo, Pie Eating Contest, Market Place shopping, Hula Hoop Contest, and the wonderful Collectible Car Show. We are also so excited to be able to provide free swimming at the in the Brea Plunge, which is totally new this year. We also know that, Captain America, Captain Marvel, Superman, Wonder Woman, Spiderman and Supergirl will all be in attendance along with some Star Wars Friends as well, so that will be super fun.

We also will be hosting our third Annual Home Beatification contest and cant wait to see how all the home in Brea participate in the red, white and blue Patriotic decorations.

The Fair is co-sponsored by the City of Brea and the Country Fair Steering Committee which consists of 30 community volunteers and we couldn't host this wonderful event without the support of our community!

