

**CITY OF BUENA PARK
CULTURAL & FINE ARTS COMMISSION
JANUARY 16, 2019**

CALL TO ORDER: Chair Clarke called the Cultural & Fine Arts Commission Meeting to order at 7:00 p.m., City Hall Council Chamber, 6650 Beach Boulevard, Buena Park, California.

ROLL CALL:

Present: Kim, Clarke, Hurtado, Walker
Absent: Koo
Also Present: Jim Box, Interim Director of Community Services
Imani Tolliver, Community Services Supervisor
Lauren Morales, Community Services Coordinator
Angela Arias, Acting Senior Administrative Assistant

PLEDGE OF ALLEGIANCE: The pledge of allegiance was led by Commissioner Walker.

1. **APPROVAL OF MINUTES: Meeting of October 17, 2018 and December 16, 2018 -**
***M/S/P – Commissioners Hurtado/Walker approved the minutes from October 17, 2018 as changed and December 16, 2018 as presented.
2. **PUBLIC COMMENT:** None.
3. **DIRECTOR'S/STAFF REPORT:** Mr. Jim Box introduced himself as the new Interim Director of Community Services Department. Mr. Box has over 27 years of experience in Local Government, Community Services and Senior Services. Mr. Box most recently served with the City of Stanton for 17 years, the City of Tustin as the Director for the Tustin Area Senior Center for 15 years, the City of Cerritos as the Founding Director of the Senior Center, the City of Norwalk and the City of Los Alamitos. Vice Chair Hurtado and Chair Clarke welcomed Mr. Box.
4. **CITY UPDATES:** Mr. Box reported that the Homeless Navigation System was discussed during the City Council Meeting on January 8, 2019 and due to the large attendance, a town forum will be held on February 12, 2019 at 7:00 p.m. in the Council Chamber to encourage discussion between patrons and City Council.

The Butterfly Palladium developers requested a year extension for its development during the City Council meeting on January 8, 2018. City Council denied the developer's request of an extension and directed the City Attorney to issue a notice of default for the project. Vice Chair Hurtado asked if the request for extension was due to finances and Mr. Box informed the commission that the developer's attorney said that they are trying to secure financial resources.

Mr. Box also informed the commission that Park and Recreation Commissioner Rick Gomez passed away on January 2, 2019. He served as a commissioner for 26 years. The City Council meeting on January 8, 2019 was adjourned in honor of Rick Gomez. During the council

meeting, Mayor Pro-Tem Smith recommended to discuss the naming of the new park on Western and 8th street after Rick Gomez at an upcoming study session.

Mr. Box informed the commission that the office will be closed on Monday, January 21, 2019 in observance of Martin Luther King Jr. Day.

5. DISCUSSION/ACTION ITEMS:

- a. 2018 Christmas Tree Lighting and Toy Drive Evaluation (Staff) – Lauren Morales, Community Services Coordinator presented on the success of the Christmas Tree Lighting and Toy Drive event that was held on Friday, December 7, 2018. Entertainment included Definitely Dickens Holiday Carolers, Baba the Storyteller, Ballet Folkorico Amor De Mexico and Debra Parsons. A mailbox was available for participants to write a letter to Santa during the event and due to the large success, it will be brought back for next years tree lighting. The toy drive was also a success. Collected were new and unwrapped toys which were distributed to the Buena Park Children for the Orange County Fire Authority program, Toys for Tots. Total expenditures for the 2018 Christmas Tree Lighting was \$13,659.73.
- b. 2019 Elementary Art Show - Confirming Commissioner Judging Schedule (Clarke, Koo, Walker) – Ms. Morales confirmed that the 2019 Elementary Art Show judging will be held on February 4, 2019 from 8:00 a.m. – 12:00 p.m. in the Council Chamber. Commissioner Kim requested that each individual art piece have a name tag that includes the art title and school name. Chair Clarke asked staff to make sure that the elementary's in Buena Park are represented and encourage their participation. Ms. Morales informed the commission that she has sent out emails to each school and the corresponding Superintendents for their participation in the 2019 Elementary Art Show.
- c. 2019 Cultural and Fine Arts Commission Reference Guide (Staff) – Ms. Morales distributed a reference guide to all commissioners which included a Calendar of Fine Arts Programs, Program Descriptions, Cultural & Fine Arts Commission Contact Information, Staff and Commissioner Roles, Buena Park District Map, Buena Park City Council Members, Commission Support Information and Community Services Department.
- d. Enterprise Account (Staff) – Ms. Morales reported the beginning balance for the December 2018 Enterprise Fund was \$4,630.13. A total of \$529.10 was made in Autumn Nights Candy/Coffee Bar Concessions and an additional \$315.00 was received in donation from Boys N Berries. The ending balance was \$5,474.23.
- e. 2019 Commissioner Engagement Program Goals: Follow-up Discussion (Clarke) – At the request of Chair Clarke, this item was brought back to the Commission for discussion. Chair Clarke asked commissioners what vision they have in mind for their roles with regard to the Fine Arts Division. Commissioner Kim said that he would like to reach out - more proactively – to local community organizations in an effort to generate sponsorships and generate more awareness of the division's programming.

Commissioner Kim requested that creating a spreadsheet after each event would help to evaluate the successes based on revenue, number of participants, sponsorships, attendance, and support. Commissioner Kim also requested to gain participant feedback by providing a platform to the public. Commissioner Clarke requested that staff introduces the Cultural and Fine Arts Commission to the public at events to solicit ideas and feedback from participants as a marketing strategy. Discussion followed. Vice Chair Hurtado wants to know the end result of the proposed Fine Arts programming evaluations, because the focus of programming is not always about creating revenue, but more about engaging the community. Mr. Box recommended - to Commissioner Kim - that Ms. Tolliver and Ms. Morales include a section of pros and cons in each presentation following an effort to measure each program's success. Commissioner Walker focused on the importance of advertising and getting the word out to attend events. Commissioner Clarke concluded with a summarization of Commissioner feedback and recommendations.

6. **QUARTERLY PROGRAM UPDATE:** Ms. Tolliver announced the following programs as listed:
 - a. List of Quarterly Programs
 - i. Elementary Art Show
January 23, 2019 – March 5, 2019
 - ii. Elementary Art Show Awards Ceremony
Friday, February 15, 2019
 - iii. High School Art Show
March 7, 2019 – April 4, 2019
 - iv. High School Art Show Awards Ceremony
March 15, 2019
 - v. Special Art Show Exhibition – Sunny Hills High School International
Baccalaureate Senior Art Exhibition
April 9, 2019 – May 16, 2019
 - vi. Buena Park Community Chorus Music and Just Desserts
Sunday, March 17, 2019
 - vii. Children's Art Festival & Earth Day Youth Art Show
Saturday, April 13, 2019
 - viii. Jazz at the Plaza
Friday, April 26, 2019
7. **COMMISSION VOLUNTEER OPPORTUNITIES:** Ms. Tolliver requested volunteers to assist in judging the High School Art Show submissions. Chair Clarke, Vice Chair Hurtado, and Commissioner Kim volunteered.
8. **COMMISSIONER REPORTS:** None.
9. **COMMISSIONER COMMENTS/ FUTURE AGENDA ITEMS:** Commissioner Kim requested a list of the applications that come in from exhibiting artist.

Vice Chair Hurtado attended and commented on the success of the Christmas Tree Lighting. Vice Chair Hurtado thanked staff for the Commission Christmas Dinner and announced the State of the City Address and Luncheon which will be held on February 6, 2019 at 11:30 a.m. at the Knott's Berry Farm Hotel. Chair Clarke also attended the Commission Christmas Dinner and the Christmas Tree Lighting and commented on its success. Commissioner Kim would like to calendar discussion of local exhibitors from MOTAL Museum of Teaching and Learning for the February meeting.

10. ATTENDANCE SHEET – Report was distributed and reviewed.

11. ANNOUNCEMENTS:


- a. Next City Council Meeting: Tuesday, January 22, 2019 5:00 p.m.
- b. Next Cultural and Fine Arts Commission Meeting: February 20, 2019 at 7:00 p.m.

12. ADJOURNMENT: There being no further business, Chair Clarke adjourned the meeting to the next Cultural and Fine Arts Commission meeting on Wednesday, February 20, 2019 at 7:00 p.m.

ATTEST:



Lauren Morales, Interim Recording Secretary



Sharon Clarke, Chair