

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

CULTURAL ARTS COMMISSION AGENDA

Wednesday, November 9, 2022
5:30 p.m.

Blake Perez, Chair

Sara Trujillo, Vice Chair

Robin Price, Commissioner

Ben Schultz, Commissioner

Robert Warkenton, 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 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

The Commission encourages free expression of all points of view. For record keeping purposes, if you wish to make a statement regarding any item on the agenda, please complete the form located on the podium and deposit it with the secretary. **To allow all persons the opportunity to speak, please keep your remarks limited to five (5) minutes.** 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 PAGERS, CELL PHONES AND OTHER ELECTRONIC EQUIPMENT WHILE COMMISSION IS IN SESSION**

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's Office 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, November 9, 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 September 14, 2022
 - B. 2023 Gallery Exhibition Calendar
7. Discussion
 - A. Cultural Arts Master Plan Update
 - B. Annual Goal Setting Exercise
 - C. Modified Brown Act Teleconferencing Procedures
 - D. Veterans Day Ceremony and Holiday Programs
8. Information Memorandum
9. Reports
 - A. Commission
 - a. Theatre Committee—**Trujillo/Warkenton**
 - b. Gallery Committee—**Perez/Warkenton**
 - c. Site Awareness Ad Hoc Committee —**Schultz/Perez**
 - d. Art in Public Places Advisory Committee— **Price**
 - i. Sculpture Maintenance Update
 - B. Staff
10. Adjournment

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 11/08/2022
SUBJECT: Approval of Minutes of the Meeting of September 14, 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 September 14, 2022

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

ROLL CALL

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

STAFF PRESENT

Carrie Hernandez, Community Services Manager; Jenn Colacion, Management Analyst; Kris Kataoka, Community Services Supervisor; Heather Bowling, 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 Price, seconded by Vice Chair Trujillo to approve the Minutes of the May 11, 2022, Cultural Arts Commission meeting.

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

Absent: Commissioner Warkenton

PASSED

Motion was made by Commissioner Warkenton, seconded by Commissioner Price to approve the Minutes of the August 3, 2022, Special Cultural Arts Commission meeting.

Ayes: Chair Perez, Commissioner Price, Commissioner Warkenton

Absent: Vice Chair Trujillo, Commissioner Schultz

PASSED

INFORMATIONAL

Management Analyst Colacion introduced the new Community Services Coordinator, Ana Bomgaars and noted that she would be working on sculpture maintenance for the Art in Public Places program.

MATTERS FROM THE AUDIENCE

None.

DISCUSSION

Site Awareness

Management Analyst Colacion provided Commissioners an update on Site Awareness.

Community Services Supervisor Bowling informed Commissioners of new signage the Gallery has put up in the window to showcase each exhibit.

Cultural Arts Master Plan Update

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

In response to Commissioner Warkenton's inquiry, Management Analyst Colacion noted that the consultant would be informed of the Cultural Arts Commissions goals to be incorporated in recommendations.

Gallery Update

Community Services Supervisor Bowling informed Commissioners that the *Pure, Unadulterated Joy* exhibit was extended until December 4, 2022.

Theatre Update

Community Services Supervisor Katoka provided Commissioners an update on the Curtis Theatre 2022-23 season that began in August. He also noted that the Curtis Theatre has begun putting posters up around the Civic and Cultural Center showcasing upcoming shows.

Vice Chair Trujillo noted how much she enjoyed the Proud Boy show that she attended at the Curtis Theatre.

Special Events Update

Community Services Supervisor Steyerman provided Commissioners and update on special events and discussed Brea Fest, Movies Under the Stars, Veterans Day, the Nutcracker Boutique and the Brea Tree Lighting.

Commissioners concurred that Brea Fest was a great success.

Cultural Arts Commission Annual Goal Kick Off

Management Analyst Colacion introduced the item and provided a timeline of this year's goal review and adoption.

Chair Perez noted how helpful the inclusion of data was in the planning for future goals.

Commissioner Price suggested modifying goal five (5) to progressively elevate and grow art experiences throughout the City of Brea instead of elevate Brea's art experiences.

Commissioner Warkenton noted it could also be to continue to maintain and elevate Brea's art experiences.

Management Analyst Colacion noted she would include those ideas for the goal setting exercise at the next meeting.

INFORMATION MEMORANDUM

Community Services Manager Hernandez noted that the info memo contained highlights from July and August.

REPORTS

Theatre Committee

None.

Gallery Committee

Community Services Supervisor Bowling noted she would be scheduling a Gallery Committee meeting to discuss the 2023 exhibition calendar.

Site Awareness Ad Hoc Committee

None.

Art in Public Places Advisory Committee

In response to Vice Chair Trujillo's inquiry, Management Analyst Colacion discussed the Art in Public Places website.

Staff

Management Analyst Colacion noted the upcoming Health Fair and Flu Clinic at the Brea Senior Center on September 23, 2022.

ADJOURNMENT

Chair Perez adjourned the meeting at 6:03 p.m.

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 11/08/2022
SUBJECT: 2023 Gallery Exhibition Calendar

RECOMMENDATION

Approve.

BACKGROUND/DISCUSSION

Staff will provide the Commission an update on the Gallery Committee discussion regarding the proposed 2023 Gallery Exhibition Calendar.

RESPECTFULLY SUBMITTED

Prepared by: Heather Bowling, Community Services Supervisor
Concurrence: Carrie Hernandez, Community Services Manager

Attachments

2023 Exhibit Proposal

2023 Exhibition Calendar Proposal

Domestic Detritus

January 28th to March 24th, 2023

Opening Reception: Saturday, January 28th, 2023

Our ideations of home and the definitions of family have undergone colossal transformations in the past generation. Now layered with added burdens created by the persisting pandemic on caregivers, educators, and essential workers, these notions have dramatically expanded and evolved. As a result, our personal relationships with the sanctity of our homes now take on new forms.

This exhibit features works exploring ideas of memory, ruin, and the vestiges of domesticity, in an effort to delve into contemporary social dynamics, shifting gender roles, assaults on womanhood and human rights currently happening in our country.

Sculpture, painting, video, and installation are all included in this multi-media, multi-sensory exhibition - culminating in a strong voice of resistance, empowerment and victorious reclamation.

38th Annual Made in California Juried Exhibition

April 29th to June 23rd, 2023

Opening Reception April 29th, 2023

The Gallery will continue to proudly put on this contemporary survey of art in California that draws over 2,000 entries annually, revealing new art movements around the state. Growing exponentially each year, this show has become the starting point of hundreds of lasting relationships with artists and their communities over the years, and has become a primary source for finding artists for our other exhibitions at the Gallery.

Gallery Staff are always looking for ways improve and modernize this show, and to reach new and larger audiences both during the call for entries and during the exhibition. Due largely to constantly increasing marketing efforts and the ever-beneficial resource of word-of-mouth referrals, this show has become the 'go to' art exhibit to enter in OC and LA in recent years. This year, Gallery Staff hope to launch a new scholarship initiative to continue to make entering and showing work more accessible for artists who don't have the financial means.

SUPERCOLLIDER Collaboration (title TBA)

July 22nd to September 15th, 2023

Opening Reception July 22nd, 2023

SUPERCOLLIDER believes in a future where art, science, and tech collide to inspire social and environmental responsibility. They bring together leading artists, scientists, and the public to celebrate the future and reframe the challenges facing our world. Their mission is to drive persistent conversation about the future of our home planet. Out of sight, out of mind can no longer define our pursuit of progress.

The Brea Gallery is so fortunate to have been approached by the Los Angeles-based arts organization SUPERCOLLIDER to partner on an exhibition here in Brea. Stemming from some poignant introductions during the Gallery's Nature vs Nurture show in early 2022, SUPERCOLLIDER founders were blown away by the Gallery and what we are able to accomplish here.

For this ambitious collaboration with this well-known organization, Gallery curatorial staff will partner with SUPERCOLLIDER in-house curators and artists to develop a satellite exhibition in Brea with ties to their spaces in Los Angeles. Focusing on the bridge between the arts and the sciences, the team of artists and curators will formulate an exhibition that utilizes current technology alongside contemporary art to convey topics revolving around the environment and mother nature. This will be sure to provide both spaces with ample opportunity for collaboration, cross-promotion, and new audiences. Events including artists lectures, curator tours, and much more will be planned to accompany the show.

Kyung Cho – Butterfly Effect

October 14th to December 8th, 2023

Opening Reception October 14th, 2023

For the Brea Gallery's first-ever co-curation with California State University Fullerton's Begovich Gallery, this exhibit will highlight the work and career of practicing artist and arts professor Kyung Cho. Working side-by-side with the Begovich Curator Jennifer Frias, the Brea Gallery will put on a fully academic dual exhibition featuring Kyung Cho's most recent work, alongside a collection of work by a select group of her past students. Aiming to share the vast influence art professors have on their students, this exhibit will draw parallels between the central artist and her previous mentees. The partnership with Cal State Fullerton will allow the Gallery to explore new methods of putting together shows by way of collaboration with a local institution, build in a full educational curriculum for CSUF students off campus, and will invite exciting new programming and lecture. Staff anticipate that this exhibit will be the beginning of a long, meaningful relationship with the Cal State Fullerton Art Department.

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 11/08/2022
SUBJECT: Cultural Arts Master Plan Update

RECOMMENDATION

That the Cultural Arts Commission support the scope of services outlined for the recently funded Cultural Arts Master Plan.

BACKGROUND/DISCUSSION

The City Council authorized funding through the Fiscal Year 2022/23 budget cycle for a Cultural Arts Master Plan. The goal of this document is to create a roadmap for programs, services and facilities over the next 5-10 years. The next step of this process is to issue a Request for Proposals (RFP) in order to seek a qualified consultant to lead this effort.

At the November 9, 2022, Commission meeting, staff will present the scope of services that will be required of the selected consultant and seek support to move forward with the RFP.

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: 11/08/2022
SUBJECT: Annual Goal Setting Exercise

RECOMMENDATION

That the Cultural Arts Commission provide staff direction on accepting or modifying Commission goals for 2023.

BACKGROUND/DISCUSSION

Staff has prepared an update on the past year's accomplishments related to Commission adopted goals for review. Staff will facilitate a discussion regarding the year's accomplishments and begin discussions with the Commission on the annual goal-setting process.

RESPECTFULLY SUBMITTED

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

Attachments

2022 Accomplishments

CULTURAL ARTS ACCOMPLISHMENTS

October 2021 to September 2022

Cultural Arts Program Updates

1. **COMMUNITY – CONNECT THE COMMUNITY THROUGH ARTS**

Program
<p>Brea Gallery</p> <ul style="list-style-type: none">• Four exhibits of contemporary art were offered at a nominal fee. Total Attendance: 2,704<ul style="list-style-type: none">○ Drawn to Paper: 334○ Nature vs. Nurture: 445○ Made in California: 1,005○ Pure, Unadulterated Joy: 920• Hosted a number of artist-focused programs that allow visitors to see behind the scenes of the art-making process.<ul style="list-style-type: none">○ Instagram Live Curator Tours, Blog Posts and 5 Instagram Takeovers with thousands of online viewers.○ The successful FreshAIR (Artist-in-Residence) program was relaunched during summer 2022 and hosted two thrilling weekends where artists made work live in the Gallery, engaging with visitors, and answering questions for online viewers.
<p>Curtis Theatre</p> <ul style="list-style-type: none">• Brea Youth Theatre provides opportunities for kids and families to create, grow, learn and bond. Total Registration: 491. Total tickets sold: 5,140.• The Curtis Theatre’s self-produced shows and partnerships allow for local performers to be a part of the productions. Number of Self-Produced Shows: 3• Hosted 57 rentals, which include school plays, dance recitals, concerts, etc.• Provided a series of 6 free summer concerts to the public. Concerts offered include a diverse range of genres and style. 500-1,000 attendees per concert.• The Curtis Theatre’s self-produced shows and partnerships allow for local performers to be a part of the productions. Number of Self-Produced Shows: 3• The inaugural season of the <i>Amplify</i> program provided a way for traditionally marginalized artists to have an opportunity to share their art on the Curtis Theatre stage, giving both artists and audiences in the community exposure to art they may not normally get.• The Curtis Theatre’s annual Page to Stage Playwrights Festival received nearly 300 play submissions in its third year. Of these, six new works by female writers featuring a diverse array of stories from women’s perspectives were presented as staged readings to 243 attendees.
<p>Special Events</p> <ul style="list-style-type: none">○ Movies Under the Stars (Five events) (Total Attendance: 500)○ Veterans Day Ceremony (Total Attendance: 500)

- Nutcracker Craft Boutique (**253 vendors/Total Attendance: 4,300**)
- Tree Lighting Ceremony (**Total Attendance: 800**)
- Spring Craft Boutique (**197 vendors/Total Attendance: 2,003**)
- Pet Expo (**75 vendors/Total Attendance: 1,500/37 pet adoptions**)
- Country Fair (**Total Attendance: 7,000**)
 - 53 Marketplace Vendors
 - 70 babies entered into Beautiful Baby Contest
 - 87 entries into Annual Antique Car Show
 - 20 Patriotic Home Beautification submissions
 - **Total Attendance: 7,000**
- Family Films (Four events) (**Total Attendance: 1,000**)
- Brea Fest
 - 19 participating restaurants
 - **Total Attendance: 5,000**

Brea Sister City/Friendship City Program

- Hosted a virtual student exchange with the City of Anseong
- Friendship City relationship established with the City of Namyangju, Korea to enrich both cultures through experience and communication
- Hosted a virtual student exchange with the City of Namyangju

2. HISTORY – UPHOLD BREA’S COMMITMENT TO THE ARTS

Program
<p>Brea Gallery</p> <ul style="list-style-type: none"> ● A long-standing Brea tradition, <i>Made in California</i>, is approaching its 38th year. <ul style="list-style-type: none"> ○ Number of entries: 2,586 ○ Number of accepted entries: 85 (~2% acceptance rate) ○ Exhibition Attendance: 1,005 <p>Curtis Theatre</p> <ul style="list-style-type: none"> ● For the first time in 42 years, the Curtis Theatre installed all-new seating. Carpet in the house and lobby were also replaced at the same time. ● New black curtains, hanging hardware, and traveler tracks were purchased and installed. The new drapes are inherently flame retardant (IFR) and more lightweight making them safer and easier to use. ● Work began on refurbishing all backstage areas. In Dressing Room C, the aging carpet was removed in favor of a polished concrete look. Six-foot mirrors were installed along the east wall to make the room more usable for rehearsals and as an auxiliary make-up/dressing room. ● Through partnerships with other theatre companies and local artists including STAGEStheatre, Orchestra Collective of Orange County, Charles Phoenix and the Alley Cats, the Curtis Theatre collaborated to present 25 performances as part of the curated season – selling over 2,200 tickets. <p>Art in Public Places</p>

- The Art in Public Places Advisory Committee began prioritizing sculpture maintenance and resolved to have the topic as a regular agenda item indefinitely to discuss solutions for Brea’s aging sculpture collection.
- Hired a new Cultural Arts Outreach Coordinator (part-time) to begin work on implementing new sculpture maintenance and communication strategies.

Special Events

- Hosted the 42nd Annual Country Fair – the family-favorite 4th of July Celebration
- Celebrated 11 years of bringing families together for Family Films
- Maintained the successful partnership with so many local crafters and makers that have relied on Brea’s Special Events to share their artistry with our community. The new boutique events saw a tremendous return of these long-standing vendors.

Brea Sister City/Friendship City Program

- Celebrated 40-year anniversary of Sister City relationship with Hanno, Japan.

3. COMMUNICATION – ENGAGE NEW AUDIENCES THROUGH INCLUSIVE OPPORTUNITIES AND EXPERIENCES

Program

Brea Gallery

- Because the pandemic has led to such dramatic changes in people’s spending and social habits, the Gallery has shied away from fee-based workshops during 2022 and focused more on single-day events such as opening and closing receptions, artist lectures, and more to draw people to the space for meaningful experiences that are not cost-prohibitive.
- Despite losing our Sunday Funday instructor at the beginning of 2022, the Gallery was able to host a fabulous sold out series of Summer Art Camp workshops this summer by partnering with the Community Center and a local Yorba Linda instructor.
- The Brea After School Program tours at the Gallery, a great example of cross-promoting our offerings across the Community Services department, restarted finally in August and will continue as a fun opportunity for the children to learn about the art on view and get to make something of their very own.

Curtis Theatre

- Each season show affords the Curtis to reach out to new potential audience members through traditional and outside-the-box marketing strategies, including email campaigns, social media, direct mail, program ads, outreach events, etc.
- Many of the rental clients utilize the Curtis Theatre because they heard about the facility from other satisfied customers. The consistency of services provided ensure a steady flow of prospective business.
- Over the past couple years staff has been exploring opportunities to offer additional Summer Concerts on the east-side of Brea to broaden the community’s exposure to free or affordable art experiences. This priority of the City Council will continue to be explored and implemented when it is feasible to do so.
- A driving force behind the *Amplify* program is to connect the Curtis Theatre to new artists and audiences. By reaching out to people who may be new to the arts in Brea, the Curtis Theatre is able to cast a wider net on audiences and participants in future endeavors.

Art in Public Places

- The Art in Public Places Advisory Committee reviewed and approved one new sculpture application, bringing the sculpture total to 189.

Special Events

- Placed a high priority on highlighting vendors participating vendors and businesses
- Brea Special Events has seen an increase of **300 new followers since last year.**
- Intentionally hosted community events at different locations throughout the City to help reach different community groups and neighborhoods
- Offered events like Movies Under the Stars and Family Films that have no cost, so there is no financial pressure for the community to be able to partake in community events with their families

4. ECONOMY – PURSUE SUSTAINABILITY AND STIMULATE LOCAL ECONOMIES

Program
<p>Brea Gallery</p> <ul style="list-style-type: none">• The Brea Gallery gift shop was re-imagined several years ago to focus on local artists. By featuring these artists, each sale supports a small business or maker here in Orange County. This also cycles financial investment back into our own community.• Now that the Gift Shop has been online for some time, allowing it to reach a larger audience and expand effort to support these local makers, Gallery Staff have now made the commitment to selling the exhibiting artwork online for the same purposes.<ul style="list-style-type: none">○ The Gift Shop is currently featuring 30 local artists/makers, while continuously expanding to partner with new artists and collaborate with exhibiting artists.
<p>Curtis Theatre</p> <ul style="list-style-type: none">• Brea’s Youth Theatre is consistently one of the most affordable, comprehensive children’s theatre programs in the region with registration prices ranging from \$160-175 per child.• The Curtis Theatre remains one of the most affordable, and yet best-equipped, rental venues in Southern California, with rental fees ranging from \$110-170 per hour. Most rental clients handle their own ticket sales, but if they utilize the Curtis Theatres box office services, they are charged a setup fee, plus \$2 per ticket sold.• Concert in the Park offers a unique opportunity for Sponsors to support the free events and bring awareness to their business or nonprofit group. Sponsors have often supplied food sales to the Concerts audience. Past sponsors include: North Hills Church, the Brea Senior Center and others.
<p>Special Events</p> <ul style="list-style-type: none">• Created events with different vendor entry fee price points in order to allow vendors easier access to reach the community<ul style="list-style-type: none">○ Examples:<ul style="list-style-type: none">▪ Pet Expo was \$75 for an outside and \$100 for inside spot

<ul style="list-style-type: none"> ▪ Spring Craft Boutique Fee was \$145 for an outside spot and \$175 for an inside spot ▪ Nutcracker Craft Boutique Fee was \$170 for an outside spot and \$220 for an inside spot • Continued building relationships with important sponsors who support events such as the Bunny Hop event and Country Fair (Total Sponsorships: \$18,550)
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5. QUALITY – ELEVATE BREA’S ART EXPERIENCES

Program
<p>Brea Gallery</p> <ul style="list-style-type: none"> • The Brea Gallery evaluates each exhibition in order to confirm that it will continue our mission to offer bolder, more daring, and complex art experiences, in turn increasing dialogue about art, our culture, and our community. These efforts have been recognized in the last several years with profiles in the LA Times, being voted Best Art Gallery by OC Weekly, positive reviews in the Voice of OC and an overall increase in exposure and recognition. <p>Curtis Theatre</p> <ul style="list-style-type: none"> • The production level of Brea’s Youth Theatre Shows is famously high. The program offers an extraordinary arts experience for young performers. • Each season is a diverse mix of world-class local talent, as well as internationally-acclaimed artists. Many of these group consider the Curtis Theatre their “Residence,” including: Southgate Productions, Stagelight Productions (BYT), The Alley Cats and Orchestra Collective of Orange County. • The high-quality of the Curtis Theatre’s facilities and staff is a very rare commodity in the performance venue industry, as evidenced by the large amount of repeat business. • In addition to exploring opportunities for different Summer Concert locations, staff is also exploring ways these added concerts can be enhanced to offer an elevated and unique art experience to draw different audiences from across the community. <p>Special Events</p> <ul style="list-style-type: none"> • Last year Brea Special Events was greatly impacted by the effects of COVID-19. This year was an opportunity to connect back with the community for our regular scheduled events, while also adding five Movies Under the Stars at the Civic and Cultural Center. Brea was able to retain a profitable year, while bringing back that big event energy to our small town that everyone has grown accustomed to and loves.

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
DATE: 11/08/2022
SUBJECT: Modified Brown Act Teleconferencing Procedures

BACKGROUND/DISCUSSION

Staff will provide Commissioners an update on the upcoming modified Brown Act teleconferencing procedures beginning in early 2023.

RESPECTFULLY SUBMITTED

Carrie Hernandez, Community Services Manager

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 11/08/2022
SUBJECT: Veterans Day Ceremony and Holiday Programs

BACKGROUND/DISCUSSION

Staff will provide Commissioners with a verbal update on the Veterans Day Ceremony and holiday programs.

RESPECTFULLY SUBMITTED

Carrie Hernandez, Community Services Manager

City of Brea

COMMISSION COMMUNICATION

TO: Honorable Chair and Commission Members
FROM: Chris Emeterio
DATE: 11/08/2022
SUBJECT: Information Memorandum

RESPECTFULLY SUBMITTED

Carrie Hernandez, Community Services Manager

Attachments

Information Memorandum

I. THEATRE

September Activities & Attendance

There were 24 days of performances/activities in the Curtis Theatre in September (2021: 24). Estimated 2,324 people attended activities this month (2021: 1,580).

Curtis Theatre Monthly Activities			
Days	Activity	Attendance	Program
1	Sunny Park Benefit Concert	223	Rental
1	Proud Boy	37	Season
3	Ambassador Church	411	Rental
6	Prof. Rags' Magic Company	263	Rental
1	Priya Dance Academy	230	Rental
2	Kathak Dance Recital	145	Rental
1	Fire Department Badge Pinning	219	City Event
1	Shimmy Shakedown	254	Rental
1	Islam Poetry Slam	78	Rental
2	Charles Phoenix	384	Season
5	Sondheim on Sondheim Rehearsal	80	Season
24		2,324	

Box Office

The Box Office sold 372 tickets in September (2021: 706) with gross sales of \$10,431 (2021: \$15,208).

Rentals

Theatre rental revenues this month totaled \$19,028.75 (2021: \$4,920).

Concessions

Concession sales in September totaled \$1,364 (2021: \$541).

Volunteers

17 volunteers (2021: 0) contributed 66 hours this month (2021: 0).

Community Charitable Donations/Non-Profit Comps:

0 donation request letters were received in September and 0 vouchers were issued (2021:0).

Social Media

The following details social media statistics for the month.

- Facebook: 4,425 total followers
- Instagram: 1,363 total followers
- Twitter: 324 total followers
- WordPress Blog: 12 views by 10 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>	133	35%
4	<i>Sondheim on Sondheim</i>	58	8%
2	<i>OC of OC - Dancing the Night Away</i>	15	4%
1	<i>Amplify #2 - 50 Shades of Mixed</i>	23	12%
4	<i>Christmas with the Alley Cats</i>	171	23%
6	<i>It's a Wonderful Life</i>	62	5%
9	<i>A Gentleman's Guide to Love and Murder</i>	50	3%
1	<i>Amplify #3 - Becoming Austin Nation</i>	8	4%
2	<i>Yesterday and Today</i>	38	10%
2	<i>OC of OC - Romantic Reveries</i>	4	1%
2	<i>Tea for Three</i>	44	12%
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>	6	0%
55	Total Possible Ticket Sales - 10,450	1,482	14%

September Highlights**Curtis Theatre's Amplify Program Kicks Off with *Proud Boy***

The Amplify initiative was created as a forum for traditionally marginalized artists to have a spot in the Curtis Theatre's season. The first of this year's four selections was a staged reading of the new play *Proud Boy* by June Carryl. Carryl herself starred in this production along with veteran stage, television, and film actor Hugo Armstrong. This reading was directed by Ryan Bergmann who has been heavily involved as a producer and director in Southern California for many years. This play, which deals with the sensitive issue of race relations and law enforcement, was incredibly well-received. The audience was treated to a thoughtful and insightful discussion with Ms. Carryl following the play.



October Activities & Attendance

There were 25 days of performances/activities in the Curtis Theatre in October (2021: 25).
Estimated 3,729 people attended activities this month (2021: 95).

Curtis Theatre Monthly Activities			
Days	Activity	Attendance	Program
1	Music Abode	154	Rental
1	The Infinite Light	178	Rental
3	Renew Church	1,265	Rental
1	Charis Singer Showcase	183	Rental
1	Carvin Jones Band	57	Rental
1	Merrill Lynch	207	Rental
1	The Pout-Pout Fish	350	Season
5	Sondheim on Sondheim Rehearsal	165	Season
3	Sondheim on Sondheim Shows	328	Season
1	BYT Parent Meeting	113	Youth Theatre
2	Ballet Project OC	206	Rental
2	USofA Miss California Pageant	163	Rental
2	Ms. America Pageant	263	Rental
1	Harmony Studios	97	Rental
25		3,729	

Box Office

The Box Office sold 355 tickets in October (2021: 683) with gross sales of \$10,705 (2021: \$20,046).

Rentals

Theatre rental revenues this month totaled \$18,517.50 (2021: \$6,835).

Concessions

Concession sales in October totaled \$917 (2021: \$482).

Volunteers

5 volunteers (2021: 0) contributed 18 hours this month (2021: 0).

Community Charitable Donations/Non-Profit Comps:

1 donation request letters were received in October and 2 vouchers were issued (2021:1).

Social Media

The following details social media statistics for the month.

- Facebook: 4,457 total followers
- Instagram: 1,396 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>	56	15%
1	<i>Amplify #2 - 50 Shades of Mixed</i>	28	15%
4	<i>Christmas with the Alley Cats</i>	216	28%
6	<i>It's a Wonderful Life</i>	105	9%
9	<i>A Gentleman's Guide to Love and Murder</i>	61	4%
1	<i>Amplify #3 - Becoming Austin Nation</i>	8	4%
2	<i>Yesterday and Today</i>	38	10%
2	<i>OC of OC - Romantic Reveries</i>	6	2%
2	<i>Tea for Three</i>	48	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>	10	1%
55	Total Possible Ticket Sales - 10,450	2,124	20%

October Highlights

Sondheim on Sondheim

The Curtis Theatre partnered with Southgate Productions to present a tribute to late composer, lyricist, and musical theatre icon Stephen Sondheim. When Sondheim passed away in November of 2021, the decision was made to produce *Sondheim on Sondheim* – a musical retrospective of the life, career, and influence of the legendary writer. The show, which was originally produced in 2012, features video segments of Sondheim himself talking about the various musicals he'd collaborated on as well as stories and anecdotes about his work. An eight piece orchestra backed up a cast of eight as they deftly performed some of the best known works as well as some songs that had rarely been heard to make for an unforgettable night of music, tears,



II. GALLERY

September Attendance

The Gallery was open to the public 22 days in September (9/21: 8). During those open hours, approximately 213 people visited the Gallery (9/21: 149).

Revenue

During the month of September \$1,020.93 was generated from admission, artwork sales, and giftshop sales (9/21: \$999).

Volunteers

No interns or volunteers worked in September. (9/21: 2 interns/36 hours).

Social Media

- Facebook: 35 new follows, totaling 10,345
- Instagram: 349 new followers, totaling 11,379
- Twitter: 15 new followers, totaling 443
- BreaArtGallery.com Blog: 1,844 unique visitors, with 3,276 page views this month
- MyEmma Newsletter: 0 new newsletter signups, totaling 5,572 active subscribers

September Highlights

- Due to popular demand, the Gallery has decided to extend this show! *Pure Unadulterated Joy*, which was set to close on September 16th, 2022, will now be on view in the Gallery until December 4th, 2022. This is a fantastic opportunity for even more people to enjoy this unique experience before it goes away for good.
- On September 10th & 11th, Devon Walz, a featured artist in our current exhibit participated in Fresh{AIR}, the Gallery's Artist-in-Residence program. Devon was on hand in the Gallery creating work and answering questions with visitors.



- *Voice of OC* named Brea Gallery’s *Pure Unadulterated Joy* in their “Best of Fall 2022 Arts and Culture” as Honorable Mention.



- The Gallery hosted an IG Live Studio Visit with featured artist, Attaboy on September 28th – this conversation was recorded and can be viewed on the Gallery’s Instagram account. This was a great discussion about the process of creating and a quick glimpse into an artist’s studio and work space!



- The Gallery has once again been hosting tours of the exhibit for the after-school program at the Brea Community Center. Director Heather Bowling gave a brief behind-the-scenes tour and led an interactive craft related to *Pure Unadulterated Joy*. This collaboration happens on Friday afternoons twice a month!



October Attendance

The Gallery was open to the public 22 days in October (10/21: 17). During those open hours, approximately 277 people visited the Gallery (10/21: 259).

Revenue

During the month of October \$1,261.91 was generated from admission, artwork sales, and giftshop sales (10/21: \$4,038.23).

Volunteers

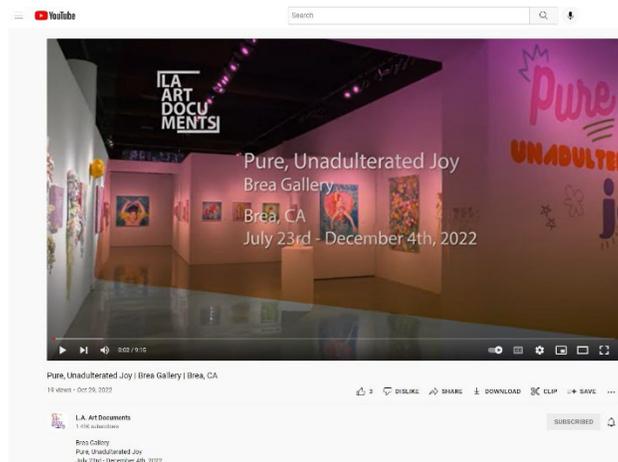
No interns or volunteers worked in October. (10/21: 2 interns/42 hours).

Social Media

- Facebook: 0 new follows, totaling 10,339
- Instagram: 45 new followers, totaling 11,424
- Twitter: 0 new followers, totaling 440
- BreaArtGallery.com Blog: 2,013 unique visitors, with 3,808 page views this month
- MyEmma Newsletter: 0 new newsletter signups, totaling 5,520 active subscribers

October Highlights

- LA Art Documents stopped by to film and document the *Pure Unadulterated Joy* exhibit. You can view this lovely walkthrough video on their YouTube page or the Brea Gallery's website.



- The Gallery has once again been hosting tours of the exhibit for the after-school program at the Brea Community Center. Director Heather Bowling gave a brief behind-the-scenes tour and led an interactive craft related to *Pure Unadulterated Joy*. This collaboration happens on Friday afternoons twice a month!

- October 1st, 2021 we officially launched the 2023 Call-for-Art for the annual exhibit *Made in California*. There have already been a number of submitted entries, hopefully a good sign for the rest of the call, which closes February 16th, 2023. The exhibit will be on view April 2023.



Deadline to submit
February 16, 2023

MADE *in California*
CALL FOR ENTRIES

III. Special Events

2022 Movie Under the Stars

We are so excited to host our final Movies Under the Stars for the season at the Brea Civic & Cultural Center Plaza (first floor) at 6:00 p.m. on Saturday, October 22nd showing *Nightmare Before Christmas* on December 10th.

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!



Veterans Day

We are so honored to be hosting our 11th annual Veterans Day event, on Friday, November 11th at the Brea War Memorial Site at the Civic and Cultural Center. When Americans pause to remember and extend gratitude, it makes Veterans Day so meaningful.



Nutcracker Craft Boutique

We are so excited to be hosting our 28th annual City of Brea Nutcracker Craft Boutique on Friday and Saturday, November 18 and 19, at the Brea Community Center. This year there we plan on having over 260 vendors, selling one-of-a-kind holiday gift items.

*Holiday Tree Lighting*

The Annual Tree Lighting Ceremony will be held Thursday, December 1st, at 6:30 p.m. at the Civic and Cultural Center. We can't wait to see the different school performances and groups that are out there spreading that holiday cheer. Of course, the most important part of the evening will be Santa arriving with two of his reindeer Dasher and Donner. We also will be selling our 6th annual Christmas ornament, featuring Mrs. Claus.

