

### **CULTURAL ARTS COMMISSION AGENDA**

Wednesday, March 8, 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 <a href="www.cityofbrea.net">www.cityofbrea.net</a>. 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, March 8, 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.		Action
	A.	Approval of Minutes of the February 8, 2023, Meeting
	В.	2023/2024 Curtis Theatre Season Offerings
7.		Discussion
	A.	Commission Committee Appointments
	В.	Cultural Arts Master Plan Update
	C.	Taste of Brea Update
	D.	Special Events Update
8.		Information Memorandum
9.		Reports
	A.	Commission
	a.	Theater Subcommittee
	b.	Gallery Subcommittee
	C.	Site Awareness Subcommittee
	d.	Art in Public Places Advisory Committee
	В.	Staff

11.

Adjournment

### **COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members

FROM: Chris Emeterio
DATE: 03/08/2023

**SUBJECT:** Approval of Minutes of the February 8, 2023 Meeting

### **RECOMMENDATION**

Approve.

### **RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager

Prepared by: Ashley Reid, Executive Assistant

Concurrence: Carrie Hernandez, Deputy Director of Community Services

### **Attachments**

Minutes

## **CULTURAL ARTS COMMISSION Minutes of Meeting of February 8, 2023**

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

#### ROLL CALL

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

#### STAFF PRESENT

Carrie Hernandez, Deputy Director; Jenn Colacion, Senior Management Analyst; Kris Kataoka, Community Services Supervisor; Kristin Steyerman, Community Services Supervisor; Heather Bowling; Community Services Supervisor; Ana Bomgaars, Community Services Coordinator; and Ashley Reid, Executive Assistant.

#### PLEDGE OF ALLEGIANCE

**Commissioner Price** 

### **INVOCATION**

**Commissioner Price** 

#### INFORMATIONAL

Deputy Director Hernandez welcomed new Commissioners Falco and Shay and congratulated Commissioner Price on her reappointment.

Commissioner Shay, Commissioner Falco and City staff introduced themselves.

Deputy Director Hernandez informed Commissioners that at an upcoming City Council meeting, representatives from the Cultural Arts and Parks, Recreation and Human Services Commissions would be invited to share an update on the recently adopted Commission goals. She noted that more details would be provided.

Commissioner Price expressed interest in representing the Cultural Arts Commission.

Deputy Director Hernandez invited Commissioners to attend the Taste of Brea event on May 25, 2023 from 5:00pm to 9:00pm.

### MATTERS FROM THE AUDIENCE

None.

### **COMMISSION REORGANIZATION**

Motion was made by Commissioner Schultz, seconded by Commissioner Falco to elect Commissioner Price as the 2023 Cultural Arts Commission Chair.

Ayes: Commissioner Falco, Commissioner Price, Commissioner Shay, Commissioner Schultz

Absent: Vice Chair Trujillo

Passed

Motion was made by Chair Price, seconded by Commissioner Schultz to elect Vice Chair Trujillo as the 2023 Cultural Arts Commission Vice Chair.

Ayes: Chair Price, Commissioner Falco, Commissioner Shay, Commissioner Schultz

Absent: Vice Chair Trujillo

Passed

### MEETING MINUTES OF NOVEMBER 9, 2022 AND DECEMBER 14, 2022

Executive Assistant Reid informed Commissioners that due to lack of quorum, the meeting minutes from the November 9, 2022 and December 14, 2022 Cultural Arts Commission meetings would be received and filed.

#### **DISCUSION**

### **Commission Committee Appointments**

Chair Price directed staff to move this item to a future meeting.

Commissioner Schultz noted that if a Commissioner is interested in a particular Committee to inform Chair Price prior to the next meeting.

Commissioner Shay and Commissioner Falco expressed interest in the Art in Public Places Advisory Committee.

### Cultural Arts Master Plan Update

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

### INFORMATION MEMORANDUM

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

### **REPORTS**

#### Theatre Committee

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

### Gallery Committee

Community Services Supervisor Bowling provided Commissioners an update on the Brea Gallery.

### Site Awareness Ad Hoc Committee

In Response to Commissioner Schultz's inquiry, Senior Management Analyst Colacion noted that Commissioner Falco and Commissioner Shay were introduced to the Cultural Arts Committees during their orientation.

Commissioner Schultz commended staff on the elevator signage showcasing City of Brea Cultural Arts programs.

### Art in Public Places Advisory Committee

Senior Management Analyst Colacion informed Commissioners of an application that was approved at the December 12, 2022, Art in Public Places Advisory Committee for Flatiron Cadence Brea located at 251 S. Randolph Ave.

#### Staff

Community Services Supervisor Steyerman noted that on February 23, 2023, the Country Fair Steering Committee would be having their first meeting if any Commissioner was interested in attending to learn more about the Committee.

Community Services Supervisor Bowling reminded Commissioners that Brea residents get free admission to the Brea Gallery. She also noted that Made in California submissions close at 11:59pm on February 15, 2023 and that Brea residents can submit for free.

Deputy Director Hernandez informed Commissioners that City staff is working on a two-year budget beginning July 1, 2023 and that future budget updates would be provided to the Commission.

### **ADJOURNMENT**

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

### **COMMISSION COMMUNICATION**

TO: Honorable Chair and Commission Members

FROM: Chris Emeterio

**DATE:** 03/08/2023

**SUBJECT:** 2023/2024 Curtis Theatre Season Offerings

#### RECOMMENDATION

It is recommended that the Cultural Arts Commission support the proposed 2023/24 Curtis Theatre Season as outlined. It is understood that should a performer not be available or a show later be determined financially unacceptable, the show may be replaced with the assistance and input of the Theatre Committee. Commissioners will be notified of any season changes.

### **BACKGROUND/DISCUSSION**

Curtis Theatre staff and Community Services Deputy Director Carrie Hernandez have reviewed several options for the proposed 2023/24 Curtis Theatre Season. The artists and productions included in the proposed season were evaluated on marketability to the existing Curtis Theatre audience, strong box office potential, positive cost recovery, and artistic presentation. Decisive factors in selecting artists and material for the proposed season include artists' proximity, negotiation of artist terms, ticket pricing, number of performances, and staff time. The proposed season combines carefully selected professional touring artists as well as notable local theatre production companies with "back-by-popular-demand" audience favorites. Additionally, careful attention has been paid to the level of diversity and opportunities offered to the local theatre community.

With 199 seats, the Curtis Theatre can offer an up-close and intimate performance experience, unlike any other. While a strength, the Theatre's size also limits its return on investment for a single performance. The 2023/24 Season includes a variety of guest artist performances from music and musicals to family programming.

The rising cost of presenting quality live performance continues. Staff has cultivated relationships with professional artists and management companies to negotiate fees well below market rate or to work on a split of house arrangement. Shows proposed are expected to cover direct costs, i.e. artist fee, equipment rentals, and hospitality, however, these costs continue to rise each year. To reduce transportation and housing costs, locally-based artists are often sought out. For hospitality, staff is continually looking for sponsorships, partnerships, and donors to help defray costs.

Even after surveying audience trends over the past year, it remains very difficult to predict what and how any given show will sell. Consumer confidence remains questionable and even sure-fire sellout shows are now at risk of low turnout. Bearing this in mind, staff is committing to exploring new avenues for advertising and thinking outside the box to engage with new potential audiences in an effort to reach patrons who may not be aware of the Curtis Theatre or its wide array of offerings.

#### **Price Points:**

The proposed season contains a variety of different price points. At present, the Curtis Theatre's ticket prices are comparable to or lower than neighboring facilities offering the same level of entertainment. Proposed ticket fees range from \$10 to \$40. The Theatre will continue to offer discounts for seniors, active military families, first responders, subscribers, group sales, and students, in addition to targeted special offers through a variety of marketing efforts such as Goldstar events, online marketing, and coupon codes.

#### **Brea's Youth Theatre:**

For more than 30 years, the Theatre has partnered with the Brea-based non-profit, Stagelight Productions, to produce both Brea's Youth Theatre productions. Since 1991, Brea's Youth Theatre has been a vital part of

Theatre programming. The program consistently draws approximately 500 participants, produces two large-scale musicals annually (equating to 36 public performances), four field-trip shows, and draws 7,960 ticket buyers on an annual basis. The program also receives more than 1,000 hours of annual volunteer support. From planning to performance, Theatre staff spends approximately 10 months annually managing this flagship program. Currently, the City has a one-year contract with Stagelight and recommends continuing the partnership.

#### **Theatre Rentals:**

The Curtis Theatre season provides only a portion of the Theatre's annual revenue. On average, the Theatre manages a Facility Rental Program that hosts approximately 200 events, drawing an additional 35,000 visitors and earning approximately \$130,000 in revenue. The proposed 2023/24 season has successfully met the scheduling requests of nearly all the Theatre's regular rental clients. Ambassador Church has been replaced by Renew Church who continues to host their weekly worship and special holiday services at the theatre. Each year, the Curtis Theatre projects revenue that contributes toward the Theatre's operating expenses. The Theatre Rental program, the Brea's Youth Theatre Program, the Theatre season, along with concession sales and handling fees, are important contributors to the Theatre's annual community commitment of balance and fiscal responsibility.

Staff believes that the proposed 2023/24 season has several opportunities for community involvement while offering a wide variety of entertainment, high-caliber artists, and the potential to meet cost recovery and revenue goals with current staffing levels.

#### Amplify:

The Amplify initiative was created to provide a forum for marginalized performing artists and to showcase them in the Curtis Theatre season. For 2023/24, there are four such slots in the schedule. This program, which was conceived by staff and approved unanimously by the Cultural Arts Commission, is guided by an advisory board comprised of local theatre aficionados and artists. Once chosen, this board acts as ambassadors to bring new voices to the Curtis Theatre and encourage them to apply for a spot in the program. After the deadline, the board will then review all artist submissions and recommend the ones to be highlighted this season. The goal of this effort is primarily to shine a light on underrepresented artists, but also to provide outreach to communities and individuals and raise awareness about the Curtis Theatre and the arts in Brea as a whole.

### RESPECTFULLY SUBMITTED

Chris Emeterio, Assistant City Manager

Prepared by: Kris Katoka, Community Services Supervisor

Concurrence: Carrie Hernandez, Deputy Director

#### <u>Attachments</u>

2023/24 Curtis Theatre Season Proposal

### 2023/24 CURTIS THEATRE SEASON PROPOSAL

### An Evening of Latin Jazz

(Artist TBD) August 12, 2023 Tickets: \$27 – \$35

### 4th Annual Page to Stage Playwright's Festival

August 25 - 27, 2023 Tickets: \$10 - \$15

### **Amplify**

Slot #1

September 3, 2023 Tickets: \$10 - \$15

### The Remotes

TV Theme Song Tribute Band September 16, 2023 Tickets: \$23 - \$30

### **Amplify**

Slot #2

September 24, 2023 Tickets: \$10 - \$15

### Partnership with STAGES Theatre

**Show TBD** 

October 6 - 15, 2023 Tickets: \$10 - \$15

### The Orchestra Collective of Orange County

Halloween Concert October 28 – 29, 2023 Tickets: \$20 - \$25

### **Tape Face**

November 3, 2023 Tickets: \$30 - \$40

### **Christmas with the Alley Cats**

**November 24 – December 26, 2023** 

Tickets: \$30 - \$40

### It's a Wonderful Life

In Association with STAGES Theatre December 14 – December 17, 2023

Tickets: \$23 - \$30

### Once

In Association with Southgate Productions

February 9 - 25, 2024 Tickets: \$24 - \$32

### **Amplify**

Slot #3

April 14, 2024

Tickets: \$10 - \$15

### The Orchestra Collective of Orange County

**Spring Concert** 

**April 27 – 28, 2024** 

**Tickets: \$20 - \$25** 

### The Never Too Late Show

**Starring Don Reed** 

May 11 - 12, 2024

**Tickets: \$24 - \$32** 

### **Amplify**

Slot #4

May 19, 2024

Tickets: \$10 - \$15

### The Orchestra Collective of Orange County

**Summer Serenade – Annual Outdoor Chamber Concert** 

June 1, 2024

Tickets: \$20 - \$25

### Partnership with Begins and Ends in A Productions

**Show TBD** 

June 14 - 23, 2024

Tickets: \$20 - \$32

### **COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members

**DATE**: 03/08/2023

**SUBJECT:** Commission Committee Appointments

#### **BACKGROUND/DISCUSSION**

Commission members annually serve on current and active ad hoc committees to investigate and review issues and projects that are of special interest to the Commission. It is customary to review the list of Commission ad hoc committees to determine their viability and for the Chair to maintain or modify the existing appointments to these ad hoc committees. In addition to the Commission ad hoc committees, Commissioners occasionally represent the Commission on other committees such as the Country Fair Steering Committee and the Art in Public Places Advisory Committee.

Please review the attached list as Commissioners will be asked which ad hoc committee they would like to serve. Commissioners will also be asked their interest in serving as a representative to the Country Fair Steering Committee and the Art in Public Places Advisory Committee.

#### RESPECTFULLY SUBMITTED

Chris Emeterio, Assistant City Manager

Prepared by: Jenn Colacion, Senior Management Analyst

Concurrence: Carrie Hernandez, Deputy Director of Community Services

### **Attachments**

Committee Appointments

### AD HOC COMMITTEE AND COMMITTEE APPOINTMENTS March 9, 2022

### Ad Hoc Committee Appointments

### Ad Hoc Committee

• Site Awareness Ad Hoc Committee

### Commission Representatives

### Committee

- Art in Public Place Advisory Committee
- Country Fair Steering Committee
- Gallery Committee
- Theatre Committee

### Assignment

Ben Schultz/Vacant

### **Assignment**

- Robyn Price
- Sara Trujillo
- Vacant/Vacant
- Sara Trujillo/Vacant

### **COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members

FROM: Chris Emeterio

**DATE:** 03/08/2023

**SUBJECT:** Cultural Arts Master Plan Update

### **BACKGROUND/DISCUSSION**

Staff will provide Commissioners an update on the Cultural Arts Master Plan.

### **RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager

Prepared by: Jenn Colacion, Senior Management Analyst

Concurrence: Carrie Hernandez, Deputy Director

### **COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members

FROM: Chris Emeterio

**DATE:** 03/08/2023

**SUBJECT:** Taste of Brea Update

### **BACKGROUND/DISCUSSION**

Taste of Brea is scheduled on Thursday, May 25, 2023, from 5:00pm to 9:00pm. Staff will provide Commissioners an update.

### **RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager

Prepared by: Jenn Colacion, Senior Management Analyst

Concurrence: Carrie Hernandez, Deputy Director

### **COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members

FROM: Chris Emeterio

**DATE:** 03/08/2023

**SUBJECT:** Special Events Update

### **BACKGROUND/DISCUSSION**

Staff will provide Commissioners and update on Special Events.

### **RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager

Prepared by: Kristin Steyerman, Community Services Supervisor

Concurrence: Carrie Hernandez, Deputy Director

### **COMMISSION COMMUNICATION**

**TO:** Honorable Chair and Commission Members

FROM: Chris Emeterio

DATE: 03/08/2023

**SUBJECT:** Information Memorandum

### **RESPECTFULLY SUBMITTED**

Chris Emeterio, Assistant City Manager

Prepared by: kris Kataoka, Community Services Supervisor, Heather Bowling, Community Services Supervisor,

Kristin Steyerman, Community Services Supervisor Concurrence: Carrie Hernandez, Deputy Director

### **Attachments**

Information Memorandum

### I. THEATRE

### Activities & Attendance

There were 24 days of performances/activities in the Curtis Theatre in February (2022: 13). Estimated 3,875 people attended activities this month (2022: 986).

Curtis Theatre Monthly Activities									
Days	Activity	Attendance	Program						
9	Gentleman's Guide Rehearsal/Tech	459	Season						
9	Gentleman's Guide Shows	1,974	Season						
4	Renew Church	1,136	Rental						
2	Linda Vista Elementary	306	Rental						
24		3,875							

### Box Office

The Box Office sold 2,098 tickets in February (2022: 0) with gross sales of \$31,862.00 (2022: \$0).

### Rentals

Theatre rental revenues this month totaled \$2,200.00 (2022: \$2475.00).

### Concessions

Concession sales in February totaled \$2,436.00 (2022: \$5,542.50).

### Volunteers

13 volunteers (2022: 0) contributed 100 hours this month (2022: 0).

### Community Charitable Donations/Non-Profit Comps:

6 donation request letters were received in February and 8 vouchers were issued (2022:5).

### Social Media

The following details social media statistics for the month.

• Facebook: 4,574 total followers

• Instagram: 1,548 total followers

• Twitter: 319 total followers

2022/2023 Season Sales							
# of Shows	Show Title	# Sold	% Sold (190)				
2	An Evening of Latin Jazz ft. Cuba L.A.	230	61%				
4	Page to Stage: That's What She Said	240	32%				
1	Amplify #1 - Proud Boy	32	17%				
3	Charles Phoenix	363	64%				
2	The Pout Pout Fish	350	92%				
4	Sondheim on Sondheim	328	43%				
2	OC of OC - Dancing the Night Away	213	56%				
1	Amplify #2 - 50 Shades of Mixed	104	55%				
4	Christmas with the Alley Cats	537	71%				
6	It's a Wonderful Life	542	48%				
9	A Gentleman's Guide to Love and Murder	1,570	92%				
1	Amplify #3 - Becoming Austin Nation	151	79%				
2	Yesterday and Today	200	53%				
2	OC of OC - Romantic Reveries	21	6%				
2	Tea for Three	60	16%				
1	Amplify #4 - The House of Flightless Birds	6	3%				
2	OC of OC - Summer Serenade	5	1%				
7	The Revolutionists	26	2%				
55	Total Possible Ticket Sales - 10,450	4,978	48%				

### February Highlights

### A Gentleman's Guide to Love and Murder

February saw the successful run of A Gentleman's Guide to Love and Murder. This musical, which was presented in association with Southgate Productions, sold 92% of all available seats and was critically acclaimed. The Orange County Theatre Guild made it one of their "Recommended" shows—putting it in the upper echelon of productions in the area this year. Audiences raved about the quality of the cast, costumes, set, and the overall production value. This was one of the most ambitious shows that the Curtis Theatre has produced to date so to receive positive feedback exclusively was very gratifying.



### II. GALLERY

#### Attendance

The Gallery was open to the public 20 days in February (2/22: 23). During those open hours, approximately 284 people visited the Gallery exhibit and gift shop (2/22: 251).

### Revenue

During the month of February \$1,820.67 was generated from gift shop sales (2/22: \$1,585.69).

#### Volunteers

No interns or volunteers worked in February. (2/22: 0 hours).

### Social Media

- Facebook: 97 new follows, totaling 10,404
- Instagram: 190 new followers, totaling 12,745
- Twitter: 2 new followers, totaling 443
- BreaArtGallery.com Blog: 13k unique visitors, with 30k page views this month
- MyEmma Newsletter: 910 new newsletter signups, totaling 4,687 active subscribers 5,597

### February Highlights

• The annual call-for-art closed on February 16<sup>th</sup> at 11:59pm with a record-setting response of entries. Gallery staff created an in-house marketing campaign that started in October 2022 to February 2023, building partnerships with print magazines, art industry websites, social media ads and contests. The curatorial staff will review and score every submission, working towards putting together a blockbuster exhibit.

Breakdown of how this compares by year:

4,501 total pieces of art, from 870 artists from across the state

- o vs 3,604 pieces in 2022
- o vs 2,314 pieces in 2021
- o vs 2,262 pieces in 2020
- o vs 1,668 pieces in 2019

### 303 solo show submissions

- o vs 280 in 2022
- o vs 132 in 2021
- o vs 116 in 2020
- o vs 89 in 2019

### \$48,794 in revenue

- o In 2022 we made \$44,094
- $\circ$  In 2021 we made \$30,000 1.5x more than last year
- o In 2020 we made \$32,000 \$12K more than the most successful year
- o In 2019 we made \$22,000 in 3 short, pandemic years we have doubled revenue
- o In 2018 we made \$17,000

- o In 2017 we made \$14,500
- o In 2016 we made \$10,200
- o In 2015 we made \$9,650
- o In 2014 we made \$11,550
- o In 2013 we made \$9,360
- o In 2012 we made \$8,925
- o In 2011 we made \$5,925
- o In 2010 we made \$6,555
- o In 2009 we made \$6,585

### III. Special Events

### **Special Events**

Spring Craft Boutique

The Spring Craft Boutique, will be held on March 17th and 18th at the Brea Community Center from 9 a.m.-6 p.m. on Friday and then from 9 a.m.-4 p.m. on Saturday. This is the 23rd annual City of Brea Spring Craft Boutique and a popular event and boutique for the community. The boutique will feature over 200 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 for a \$2.00 admission. Please come check out this awesome event.



### 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.

