



Cultural Arts Commission Agenda

Wednesday, January 8, 2025, 5:30 PM
1 Civic Center Circle
Brea, California 92821

Beverly Falco, Chair

Ben Schultz, Vice Chair

Erika Bernal, Commissioner

Robyn Price, 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 carrieho@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. (28CFR 35.102.35.104 ADA Title II)

1. Call to Order

2. Pledge of Allegiance

3. Invocation

4. Informational

5. Matters from the Audience

6. Action

6A. Approval of Minutes

6B. Adoption of Cultural Arts Commission Goals for 2025

7. Discussion

7A. Special Events Update

8. Information Memorandum

8A. Information Memorandum

9. Reports

9A. Theatre Subcommittee

9B. Gallery Subcommittee

9C. Art in Public Places Advisory Committee

9D. Site Awareness Subcommittee

9E. General Plan Steering Committee

9F. Staff

10. Adjournment

Date Posted: January 2, 2025



Cultural Arts Commission Communication

A. Approval of Minutes

Meeting	Agenda Group
Wednesday, January 8, 2025, 5:30 PM	Action Item: 6A.
FROM	
Carrie Hernandez, Director of Community Services	

RECOMMENDATION

Approve.

RESPECTFULLY SUBMITTED

Carrie Hernandez, Community Services Director

Attachments

[CAC December 11, 2024 Draft Minutes.pdf](#)

**** The following document is a draft of the minutes and the not the official approved minutes ****

Minutes for the Cultural Arts Commission

1 Civic Center Circle, Brea, California 92821

December 11, 2024, 5:30 PM

Roll Call: *(The following members were in attendance)*

- **Beverly Falco**, Cultural Arts Chair
- **Robyn Price**, Cultural Arts Commissioner
- **Benjamin Schultz**, Cultural Arts Commissioner
- **Linda Shay**, Cultural Arts Commissioner

Absent: **Ben Schultz**, Vice Chair

1. Call to Order

Chair Falco called the meeting to order at 5:31 pm.

2. Pledge of Allegiance

Chair Falco led the Pledge of Allegiance.

3. Invocation

Chair Falco asked for a moment of silence for those that may be in need.

4. Informational

Community Services Director Carrie Hernandez welcomed Jenn Colacion as the new Community Services Manager. Ms. Colacion shared her enthusiasm for the role and expressed her excitement to work with the team and the Commission.

5. Matters from the Audience

None.

6. Correspondence

6A. Correspondence

Community Services Manager Jenn Colacion mentioned the numerous compliments received regarding the Nutcracker Boutique. These comments not only highlight the success of the event but also the exceptional care and attention that Kristin Steyerma and her Special Events team

dedicate to working with the vendors. A great emphasis is placed on fostering exceptional relationships with the vendors to ensure their continued participation in future events.

7. Action

7A. Adoption of 2025 Cultural Arts Commission Meeting Calendar

A motion to adopt the 2025 Cultural Arts Commission meeting calendar was made by Commissioner Price, seconded by Commissioner Shay.

Motion carried 4-0-1.

Ayes: Falco, Bernal, Price, Shay

Nays: None

Absent: Schultz

Community Services Manager Jenn Colacion mentioned that the City Council had just adopted a new attendance policy for commissions and committees and each of them had been provided with a copy.

7B. Approval of Minutes

Commissioner Shay asked to have the following removed from the minutes under 7B: "***a concise but high-quality selection***".

Commissioner Bernal made a motion to approve the October 9, 2024 Cultural Arts Commission minutes with the preceding amendment. A second was made by a Commissioner Shay. Motion carried 4-0-1.

Ayes: Falco, Bernal, Price, Shea

Nays: None

Absent: Schultz

7C. Gallery Three-Year (2025-2027) Exhibition Calendar

Gallery Director Katie Chidester provided a high-level overview of the upcoming three years, highlighting the relevance and importance of these projects for the community. She also explained how they align with the commission's overarching goals.

Commissioner Price made a motion to approve with a second by Commissioner Bernal.

Ayes: Falco, Bernal Price, Shay

Nays:

Absent: Schultz

Motion carried 4-0-1.

8. Discussion

8A. Cultural Arts Master Plan - Art in Public Places Committee Recommendations

Community Services Manager Jenn Colocian presented recommendations from the Public Art Master Plan, which included:

- Changing the in-lieu requirement.
- Expanding the use of the Brand Art Fund to allow alternative artworks and mediums, such as murals and electronic elements, to qualify as public art.
- The committee supports requiring a professional art conservator for mandated maintenance plans and partnering with the city attorney's office for legal guidance.
- The committee discussed difficulties in maintaining bronze sculptures and the need for improved theft prevention measures.

The commission was reminded that recommendations are made by the Art in Public Places Committee. However, any updates to the policy manual must ultimately be approved by the City Council. The City Council holds the authority to make the final decision through a resolution.

9. Information Memorandum

9A. Information Memorandum

The Commission commended staff on the information memorandum.

Theatre and Gallery updates

Theatre Director Kris Kataoka reported on a busy season at the theater with multiple shows and high demand for tickets. The theater is

preparing for next season, including a production of Beauty and the Beast with the lottery system for tickets sales.

Gallery Director Katie Chidester provided an update on the gallery, including the closing of the current exhibit and plans for the next exhibit opening in February. The gallery is working on documenting their achievements and plans for the upcoming year with a focus on community engagement and partnerships.

Ashley Reid provided an update on recent and upcoming community events:

Recent Events:

- Movies Under the Stars.
- The Big Game Celebration.
- Veterans Day Activities.
- Nutcracker Boutique: Over 4,000 shoppers, 250 craft vendors, and visits from Santa Claus.
- Tree Lighting Ceremony: Performances by local schools and a selfie station with Santa.

Upcoming Events:

- Home Alone-themed Movie Under the Stars
- Sister City visits in January

10. Reports

10A. Theatre Subcommittee

Theater Director Kris Kataoka said there were no updates and mentioned a calendar update would be coming in January.

10B. Gallery Subcommittee

No updates.

10C. Art in Public Places Committee

The committee asked about the theft of two public sculptures and the steps that were being taken to replace them. Community Services Manager Jenn Colacion stated that the city ensures property owners have insurance for public art and requires them to replace stolen art within one year. She also mentioned the need for further conversation with the city attorney's office to ensure adequate insurance coverage for public art the committee discussed the challenges of maintaining bronze sculptures in the need for better theft prevention measures.

10D. Site Awareness Subcommittee

No updates.

10E. General Plan Steering Committee

Vice Chair Schultz is not present but may have updates at the next meeting.

11. Adjournment

The commission was reminded that the application process for commission and committee members is open until December 23, 2024 with two seats currently open. Commissioner Schultz is up for reappointment.

Chair Falco adjourned the meeting at 6:48 pm.

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Cultural Arts Commission Communication

B. Adoption of Cultural Arts Commission Goals for 2025

Meeting	Agenda Group
Wednesday, January 8, 2025, 5:30 PM	Action Item: 6B.
FROM	
Carrie Hernandez, Director of Community Services	

RECOMMENDATION

That the Commission approve the 2024-25 Cultural Arts Commission goals matrix as presented.

BACKGROUND/DISCUSSION

Staff initially kicked off the Goals Adoption process at the September 2024 meeting. For the October 2024 meeting, staff prepared the attached list of accomplishments related to each Commission value statement and drafted a Goals Matrix which includes recommendations from the previously completed Cultural Arts Master Plan, as well as items suggested by City staff. At the October meeting, the Commission directed staff to bring the item back to a future meeting where all Commissioners would be in attendance.

Staff will guide the Commission in a discussion on the documents, at which point the Commission will have the option to:

1. Approve the Goals Matrix as presented;
2. Approve the Goals Matrix with amendments; or
3. Request that staff bring the item back for discussion at an upcoming meeting.

RESPECTFULLY SUBMITTED

Carrie Hernandez, Community Services Director

Prepared by: Jenn Colacion, Community Services Manager

Attachments

[Cultural Arts Accomplishments \(Sept 23- Oct 24\).pdf](#)

[CAC Goals Matrix - DRAFT 2024-25.pdf](#)

CULTURAL ARTS ACCOMPLISHMENTS

September 2023 to October 2024

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: 4,956<ul style="list-style-type: none">○ Threads That Bind: 920○ Through the Dreamhouse: 831○ Made in California: 1,015○ Colored Pencil Society of America: 2,190• Hosted a number of artist-focused programs that allow visitors to see behind the scenes of the art-making process.• 11 Q&A [Question & Artist] Blog Posts• 7 Instagram Takeovers with thousands of online viewers.• The successful FreshAIR (Artist-in-Residence) was programed in conjunction of each exhibit. For 1 designated weekend, artists made work live in the Gallery, engaging with visitors, and answering questions for online viewers. Over the last year we hosted 7 artists in a variety of mediums.• Many exhibits incorporated interactive elements, allowing visitors to connect with the artwork and themes in a meaningful way. For instance, the Colored Pencil exhibition offered giant coloring pages for hands-on creativity, while Threads That Bind featured a community quilt and thought-provoking, anonymous questions to inspire reflection and dialogue. These experiences enriched visitor engagement and fostered a sense of community.• Four opening and closing receptions, free and open to the public, create an engaging community experience. Featuring food, live music, and art, these events foster connection and celebration within our city. <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: 440. Total tickets sold: 8,393.• The Curtis Theatre’s self-produced shows and partnerships allow for local performers to be a part of the productions. Number of Self-Produced/Partner-Produced Shows: 4• Hosted 82 rentals, which include school plays, dance recitals, concerts, etc.• Provided a series of 5 free summer concerts to the public. Concerts offered include a diverse range of genres and style. 500-1,000 attendees per concert.• The third 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 fifth year. Of these, five new works by female writers featuring a diverse array of stories from women’s perspectives were presented as staged readings to **380 attendees**.

Special Events

- Family Films (Five events) (**Total Attendance: 1200**)
- Veterans Day Ceremony (**Total Attendance: 600**)
- Nutcracker Craft Boutique (**263 vendors/Total Attendance: 4,700**)
- Tree Lighting Ceremony (**Total Attendance: 900**)
- Spring Craft Boutique (**203 vendors/Total Attendance: 2,056**)
- Pet Expo (86 **vendors/Total Attendance: 2,303/43 pet adoptions**)
- Country Fair (**Total Attendance: 7,500**)
 - 55 Marketplace Vendors
 - 25 babies entered into Beautiful Baby Contest
 - 63 entries into Annual Antique Car Show
 - 15 Patriotic Home Beautification submissions
 - **Total Attendance: 7,500**
- Family Films (Five events) (**Total Attendance: 1,200**)
- Brea Fest
 - 23 participating restaurants
 - **Total Attendance: 5,000**

Brea Sister City/Friendship City Program

- Hosted a student exchange with the City of Anseong, Korea
- Hosted a student exchange with the City of Hanno, Japan
- Hosted a student exchange with the City of Namyangju, Korea

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 40th year. <ul style="list-style-type: none"> ○ Number of 2024 entries: 4,835 (129 artists) ○ Number of accepted entries: 117 (~2% acceptance rate) ○ Exhibition Attendance: 1,015
<p>Curtis Theatre</p> <ul style="list-style-type: none"> • Consultations with contractors are ongoing to begin work on the refurbishments in Dressing Rooms A and B. • Future upgrades are in the works including curtain replacement, new lighting fixtures, upgrades to video capabilities, and infrastructure improvements. • 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 54 performances as part of the curated season – selling over 6,200 tickets.

Art in Public Places

- The Art in Public Places Advisory Committee continues to prioritize sculpture maintenance and made staffing adjustments so Gallery staff can begin assisting with this effort.

Special Events

- Hosted the 44th Annual Country Fair – the family-favorite 4th of July Celebration
- Celebrated 13 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.

3. COMMUNICATION – ENGAGE NEW AUDIENCES THROUGH INCLUSIVE OPPORTUNITIES AND EXPERIENCES**Program****Brea Gallery**

- The Gallery remains dedicated to hosting single-day events, including opening and closing receptions and artist lectures, to attract visitors seeking meaningful experiences. By keeping these events affordable, the Gallery fosters engagement and invites to explore and enjoy the art, while remaining accessible.
- In the summer of 2024 the Gallery partnered with Brea Community Center to offer a sold-out series of Summer Art Camp workshops with a local Yorba Linda instructor, establishing an annual education component.
- The Brea After School Program tours at the Gallery, a great example of cross-promoting our offerings across the Community Services department, as well as, offering a Sound Bath session inside the Gallery in partnership with the Brea Fitness Center.
- Hosted and presented an artist lecture with a panel of artists and designers that partnered with Authentik Home (Interior Design) and LUX Magazine. This was a discussion open to the public as well as, industry insiders.
- Co-produced the exhibition "Threads That Bind" with the MUZEO Museum and Cultural Center and City of Anaheim, showcasing the work and craftsmanship of women throughout the centuries.
- To broaden our programming, the Gallery and the Curtis Theatre hosted "Artful Sounds," a classical chamber concert amid the Gallery's artwork, featuring a performance by the Orchestra Collective of OC. This event beautifully combined art, music, food, wine, and community.

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 few 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 two new sculpture applications, bringing the sculpture total to 191.

Special Events

- Placed a high priority on highlighting vendors participating vendors and businesses
- Brea Special Events has seen an increase of **1,300 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 Art Gallery actively collaborates with regional artists and organizations, ensuring that each exhibition showcases a diverse group of artists and artisans who contribute to the local economy. During opening and closing receptions, visitors often dine in Brea's restaurants, further supporting the community. Additionally, artists visiting the Gallery for drop offs and installation work frequently purchase gas, meals, and supplies from local shops, creating a ripple effect of economic activity. Over the past year, 250 artists have partnered with the Gallery, significantly benefiting the local economy through their presence and engagement in Brea. • The Gift Shop is currently featuring 30 local artists/makers, while continuously expanding to partner with new artists and collaborate with exhibiting artists. • This past year a total of 21 pieces of art were sold to collectors, totaling an unprecedented \$25,400 in art sales. • The Colored Pencil Society of America held their annual convention at the Embassy Suites Brea, booking rooms and banquet space for approximately 250 conventions goers traveling to Brea as a destination for this event and exhibition. • Curtis Theatre • Brea’s Youth Theatre is consistently one of the most affordable, comprehensive children’s theatre programs in the region with registration prices ranging from \$175-190 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 **\$120-175 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.

Special Events

- Created events with different vendor entry fee price points in order to allow vendors easier access to reach the community
 - Examples:
 - Pet Expo was \$75 for an outside and \$100 for inside spot
 - Spring Craft Boutique Fee was \$150 for an outside spot and \$180 for an inside spot
 - Nutcracker Craft Boutique Fee was \$175 for an outside spot and \$225 for an inside spot
- Continued building relationships with important sponsors who support events such as Family Films, Brea Fest and Country Fair **(Total Sponsorships: \$25,000)**

5. QUALITY – ELEVATE BREA’S ART EXPERIENCES

Program

Brea Gallery

- The Brea Art Gallery actively curates each exhibition to align with its mission of providing bold, thought-provoking, and multifaceted art experiences. This approach not only fosters deeper conversations about art, culture, and community but has also garnered significant recognition, including features in the LA Times and accolades such as "Best Art Gallery" by OC Weekly.
- By establishing a strong reputation among artists and visitors, the Gallery has forged high-caliber collaborations with esteemed art organizations like the Museo Museum and Cultural Center, the Pastel Society of the West Coast, and the Colored Pencil Society. These partnerships further enrich the Gallery’s offerings, elevating Brea’s art landscape and inviting greater engagement from the community.

Curtis Theatre

- 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.

Special Events

- We were able to connect with our community on so many different levels and a variety of different events. Brea was able to retain a profitable year, while bringing big event energy to our small town that everyone has grown accustomed to and loves.

Category	Action	Corresponding CAC Value(s)	Recommendation/Notes	FISCAL YEAR			
				24-25	25-26	26-27	2027-31
CULTURAL ARTS MASTER PLAN RECOMMENDATIONS - PROGRAM ENHANCEMENTS							
Art in Public Places Program	Change In-Lieu requirements outlined in the current policy: Option 1: Remove the threshold mandate requiring a permanent artwork to be pursued and allow for all developments incurring the APP requirement to choose the in-lieu option for compliance. Option 2: Raise the threshold for the requirement of a public art project to \$10 million, with an annual adjustment equal to the Consumer Price Index changes for Orange County to stay in line with inflationary costs of materials and labor. This will establish the minimum budget for a required permanent artwork at \$100,000.	Uphold Brea's Commitment to the Arts Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Engage the APP Advisory Committee	X			
Art in Public Places Program	Brea Art Fund usage be expanded to allow for temporary and permanent public art, and arts programming serving the Brea community.	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences	Engage the APP Advisory Committee	X			
Art in Public Places Program	Change Brea's allowable permanent public art from "sculpture" to "public artwork," allowing original artist designed permanent artwork in a wide ranges of styles, materials, types, and methods, including functional and non-functional elements, both freestanding and integrated into the building's architecture. And make commensurate change requiring artists with sculpture experience to artists with permanent public art experience.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Elevate Brea's Art Experiences	Engage the APP Advisory Committee	X			
Art in Public Places Program	Require that the mandated maintenance plan information be satisfied through a professional art conservator's materials and fabrication review and report.	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences	Engage the APP Advisory Committee	X			
Art in Public Places Program	Provide a pre-qualified list of art conservators to developers to assist in the identification of qualified professionals to participate in maintenance manual development and to perform conservation services when appropriate.	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences	Engage the APP Advisory Committee	X			
Art in Public Places Program	Modify language, with review and approval from Brea City Attorney, of the current "Visual Arts Laws for Artists and Sculpture Owners" section of the APP manual to avoid possible legal misinterpretations (due to cases changing legal interpretation of the law) and to avoid the perception of providing legal advice.	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences	Engage the APP Advisory Committee	X			
Art in Public Places Program	With the promotion of Senior Management Analyst, only half of the time is now assigned to Cultural Arts Division responsibilities, leaving a need for additional staffing to oversee the Art in Public Places program, which was previously an independent position.	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences	Restructuring current staffing to better support the needs of the APP Program and the Gallery	X			
Civic & Cultural Center Complex	For major events or events with multi-day duration, design, fabricate and install large scale, highly-visible, banners on the building to promote.	Connect our Community through the Arts Engage New Audiences through Inclusive Opportunities and Experiences Elevate Brea's Art Experiences	Staff continuing to evaluate over the next year		X		
Curtis Theatre	Further diversify the programming of the Curtis Theatre in both City-sponsored, collaborative and rental offerings in order to connect with the growing number of residents with different backgrounds. This should include expanding collaboration with the Sister Cities program but also go beyond the three nationalities they represent.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Staff continuing to evaluate over the next year		X		

Category	Action	Corresponding CAC Value(s)	Recommendation/Notes	FISCAL YEAR			
				24-25	25-26	26-27	2027-31
Curtis Theatre	Strengthen the marketing of the Curtis Theatre through increased collaboration with the City's Marketing Department/Public Information Office. While this can achieve some economies of scale, its intent would be to greatly expand the reach of promoting Curtis Theatre programs, particularly in pursuit of multi-cultural audiences which require special outreach. It will also be critical to step up marketing impact if an expansion to the Curtis Theatre's audience capacity is determined to be feasible and desirable.	Connect our Community through the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies	Efforts are currently ongoing	X			
Curtis Theatre	Usage fees for the Curtis Theatre are below market and should be increased modestly to reflect increased costs of operation.	Pursue Sustainability and Stimulate Local Economies	Will be evaluated and any changes to be brought back for Commission review ahead of budget adoption (June), and will be further evaluated at the conclusion of 2-year budget cycle (FY 2025-26)	X	X		
Curtis Theatre	Additional staff is recommended in order that house management responsibilities at events can be offered as part of the rental agreement to users. This would enable the stage technician assigned to the event to focus on backstage needs instead of having to attend to front of house issues. The skills and responsibilities are different - as are the location in the facility.	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences	Will be evaluated with any recommendations brought back to Commission ahead of FY 2025-26 Budget Cycle		X		
Brea Gallery	Expand the offerings by adding on exhibition to the schedule each year. This can be accommodated by reducing the current exhibition runs of 8 weeks to 7 weeks each, except for "Made in California," the gallery's annual flagship exhibition. This would enable more options for programming, more opportunities for collaboration, more artist works being exhibited, and increased attendance. It would provide increased urgency for the public to visit the gallery during the slightly reduced exhibition runs as well.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Recommend further discussion with the Gallery Subcommittee to address benefits and challenges of adding a 5th exhibit.	X			
Brea Gallery	Expand the hours that the Brea Gallery is open to the public. Currently, the gallery is open Wednesday through Sunday from 12 noon to 5 pm. We recommend adding 3 hours on Friday evenings to provide increased access and to market visiting the gallery as a great way to kick off the weekend - before or after dining out locally.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Staff can explore a pilot of expanded hours	X			
Brea Gallery	The summer art camps currently taking place within the gallery should be moved off-site of, if the gallery facility expansion is possible, within a dedicated classroom space. This will enhance the experience for camp participants to have their classes take place in a more suitable environment as well as improve the experience for visitors to the gallery.		Art camps historically were held at the Brea Community Center and recently shifted to being offered inside the Gallery to increase exposure to the space. This has been viewed as having multiple benefits and staff would recommend this model be maintained for the time being.				
Brea Gallery	Further diversify the programming of the Brea Gallery in order to connect with the growing number of residents with different backgrounds. This should include expanding collaboration with the Sister Cities program but also go beyond the three nationalities they represent.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Elevate Brea's Art Experiences	Staff will begin tracking available data to support future conversations on diversity, based on the Commission's interests	X			
Brea Gallery	Strengthen the marketing of the Brea Gallery through increased collaboration with the City's Marketing Department/Public Information Office. While this can achieve some economies of scale, its intent would be to greatly expand the reach of promoting Brea Gallery programs, particularly in pursuit of multi-cultural audiences which require special outreach. It will also be important to step up marketing impact if a fifth exhibition is added to the schedule and if art class offerings are expanded.	Connect our Community through the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies	Efforts are currently ongoing	X			

Category	Action	Corresponding CAC Value(s)	Recommendation/Notes	FISCAL YEAR			
				24-25	25-26	26-27	2027-31
Brea Gallery	Additional staff will be required and increased program budget will be required in order to add an exhibition to the schedule.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Restructuring current staffing to better support the needs of the APP Program and the Gallery. Any additional staffing recommendations can be brought back to Commission ahead of FY 2025-26 Budget Cycle	X			
Special Events	Legacy and traditional events should be maintained as long as they continue to be well-attended.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Current events will continue to be evaluated	X	X		
Special Events	Consider adding new special events that have been suggested by the community, such as: an international food festival with cultural performances, lantern festivals, art wine walk, art in public places trolley tour.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Will be evaluated with any recommendations brought back to Commission ahead future budget cycles		X	X	
Special Events	Additional locations should also be explored for possible siting of existing and new events.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Will be evaluated with any recommendations brought back to Commission ahead future budget cycles		X	X	
Special Events	Special Events is experiencing chronic understaffing, and will require additional staff to maintain the current regular schedule of activities. New events will require further staff increases.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Staffing was recently adjusted to enhance the special events offerings. Any additional recommendations would be brought back to Commission ahead of future Budget Cycles		X		
Marketing	Bring together Curtis Theatre, Brea Gallery and Marketing/Public Information Office staff to review the strategic marketing needs of the City's arts and cultural programming. Determine where there are the best opportunities for collaboration and identify specific tasks that need to continue being handled separately by the Theatre and Gallery staff.	Connect our Community through the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies	Efforts are currently ongoing	X			
Marketing	Additional staff is recommended.	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences	Will be evaluated with any recommendations brought back to Commission ahead of FY 2025-26 Budget Cycle		X		
Marketing	Seek out collaborative marketing opportunities with marquee businesses like Brea Mall, the Brea Chamber of Commerce, and Brea Olinda Unified School District. In particular, the opportunity exists to market arts attendance in tandem with the promotion of local dining experiences - before or after visits to the Brea Gallery and performances at the Curtis Theatre.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies	Staff will begin exploring these partnerships	X			
Sister Cities	Sister Cities volunteers and Brea's Marketing/Public Information Office should meet to discuss opportunities to build public awareness of the Sister Cities program. This could include a regular schedule of informative stories about each of three cities beyond the brief information appearing on the City of Brea website.	Connect our Community through the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies	Plans in place to re-evaluate and improve upon our Sister City partnerships over the next year		X		

Category	Action	Corresponding CAC Value(s)	Recommendation/Notes	FISCAL YEAR			
				24-25	25-26	26-27	2027-31
Sister Cities	Sister Cities volunteers and staff of the Brea Gallery and Curtis Theatre should meet to discuss further windows of opportunity to include culturally relevant programming representing the three Sister Cities to be included in the schedule of those venues.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Staff evaluating opportunities to highlight the cultures of our Sister Cities throughout program offerings		X	X	
CULTURAL ARTS MASTER PLAN RECOMMENDATIONS - FACILITY & INFRASTRUCTURE IMPROVEMENTS							
Civic & Cultural Center Complex	Refresh the look of the Civic & Cultural Center. While this might traditionally be planned exclusively through the services of an architect, Brea's Art in Public Places success suggests that the process should include artist-designed proposals. Some of the best opportunities appear to be affixing art to walls and columns.	Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Elevate Brea's Art Experiences	Planning in place, with implementation likely being 1-2 years away		X	X	
Civic & Cultural Center Complex	Add artist-designed benches to the public gathering areas.		Not recommended at this time				
Civic & Cultural Center Complex	Replace the current digital billboard adjacent to the Brea Mall with one that is state-of-the-art.	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies	Will be address in line with refreshing the Civic & Cultural Center		X	X	
Curtis Theatre	Consider expansion of the Curtis Theatre through a study by expert theatre facility planners. This would include determining if the site can accommodate a larger facility, whether a reconfiguration of the stage can be implemented, how many additional seats can be included, and available space for commensurate audience and backstage amenities. Such a planning process would also evaluate the market - what different or additional City-sponsored events would be feasible as well as what organizations and promoters might be interested in renting the facility as a result of the larger audience capacity.		Not recommended at this time				
Brea Gallery	Consider expansion of the Brea Gallery through a study by expert art facility planners. The primary need is for accommodating summer art camps outside of and with a separate entrance from the exhibition space. Additional preparation and storage space is also needed.		Not recommended at this time				
Special Events	For summer concerts, purchase and install a temporary dance floor so that attendees can dance to the music.	Connect our Community through the Arts Engage New Audiences through Inclusive Opportunities and Experiences Elevate Brea's Art Experiences	Will be introduced at Country Fair, with cost impacts being evaluated for future summers	X	X		
CULTURAL ARTS COMMISSION GOALS (GENERAL) - PROGRAM ENHANCEMENTS							
Art in Public Places Program	Complete update of Art in Public Places Policy Manual	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	To be reviewed/approved by APP Committee, CA commission and City Council	X			
General Cultural Arts	Establishment of a Comprehensive Sponsorship Program	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Pursue Sustainability and Stimulate Local Economies		X	X		
Curtis Theatre	Present a three-year infrastructure improvements proposal to City Council as a Decision Package	Uphold Brea's Commitment to the Arts Elevate Brea's Art Experiences		X			

Category	Action	Corresponding CAC Value(s)	Recommendation/Notes	FISCAL YEAR			
				24-25	25-26	26-27	2027-31
General Cultural Arts	Installation of Street Pole Banners	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Pursue Sustainability and Stimulate Local Economies	Pending Carryover funding approval	X			
General Cultural Arts	Install Basketball Court Mural at Arovista Park	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Elevate Brea's Art Experiences	Approval in partnership with Parks, Recreation and Human Services Commission	X			
Special Events	Evaluate existing events and the potential to incorporate a new cultural event/festival	Connect our Community through the Arts Uphold Brea's Commitment to the Arts Engage New Audiences through Inclusive Opportunities and Experiences Pursue Sustainability and Stimulate Local Economies Elevate Brea's Art Experiences	Potential adjustments will be vetted through the upcoming budget process (April-June)	X			



Cultural Arts Commission Communication

A. Information Memorandum

Meeting	Agenda Group
Wednesday, January 8, 2025, 5:30 PM	Information Memorandum Item: 8A.
FROM	
Carrie Hernandez, Director of Community Services	

RECOMMENDATION

Approve.

RESPECTFULLY SUBMITTED

Carrie Hernandez, Community Services Director

Attachments

[Information Memo December 2024.pdf](#)

CURTIS THEATRE

MONTHLY REPORT

2024



**JANUARY
2025**

**DECEMBER 2024
EVENT HIGHLIGHTS**

Prepared by

**KRIS KATAOKA &
ELLIOT FORRESTER**

Prepared for

**BREA CULTURAL ARTS
COMMISSION**

**CURTIS
THEATRE**

DECEMBER AT A GLANCE



Social Media



52.8K Impressions
4,475 Followers
+25 this month



21.1K Impressions
2320 Followers
+40 this month

Volunteering

24 SHIFTS
91 HOURS

Dec 24: 7 / 21
FYTD: 147 / 509

ACTIVITIES & ATTENDANCE

26 EVENTS
5,030 ATTENDEES

DEC 23: 27 / 5,327
FYTD: 168 / 28,134



Ticket Sales

\$75,682

DEC 23: \$55,990
FYTD: \$167,574



Concessions

\$1,982

DEC 23: \$1,786
FYTD: \$20,259

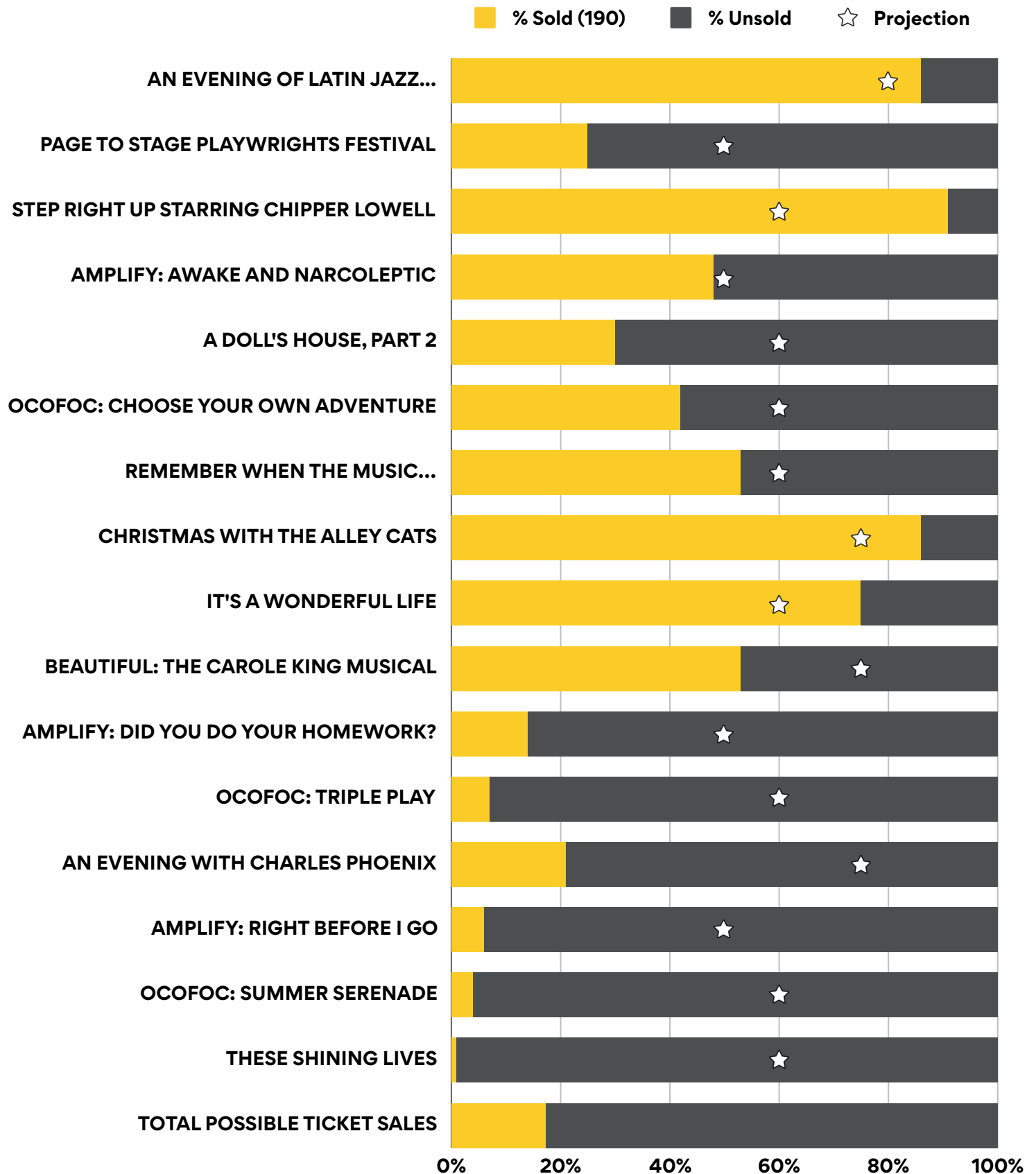


Rentals

\$12,070

NOV 23: \$11,901
FYTD: \$68,671

2024-2025 TICKET SALES UPDATE





DECEMBER HIGHLIGHTS

IT'S A WONDERFUL LIFE: A LIVE RADIO PLAY

This beloved American holiday classic comes to captivating life as a live 1940s radio broadcast. With the help of an ensemble that brings a few dozen characters to the stage, the story of idealistic George Bailey unfolds as he considers ending his life one fateful Christmas Eve.

Presented in partnership with STAGEStheatre, this production recreates the feeling and sounds of a vintage radio broadcast with elements including live Foley and a piano accompanist.

THINGS TO LOOK FORWARD TO



BREA'S YOUTH THEATRE ALADDIN JR.

January 9 - 26, 2025

The story you know and love has been given the royal treatment! Aladdin and his three friends, Babkak, Omar, and Kassim, are down on their luck until Aladdin discovers a magic lamp and the Genie who has the power to grant three wishes. Wanting to earn the respect of the princess, Jasmine, Aladdin embarks on an adventure that will test his will and his moral character. With expanded characters, new songs, and more thrills, this new adaptation of the beloved story will open up “a whole new world” for your young performers!

Presented in partnership with Southgate Productions.

Before she was hit-maker Carole King — she was Carole Klein, a spunky, young songwriter from Brooklyn with a unique voice. From the chart-topping hits she wrote for the biggest acts in music to her own life-changing, trailblazing success with Tapestry, *Beautiful: The Carole King Musical* takes you back to where it all began — and takes you on the ride of a lifetime.

Directed by Jonathan Infante & Tara Pitt



BEAUTIFUL - THE CAROLE KING MUSICAL

February 7 - 23, 2025

In the Galleries

brea
GALLERY

2024 A Look Back

December 2024

Through the Dreamhouse



We began the year by taking guests Through the Dreamhouse to explore imaginative renditions of typical domestic spaces. Artists from across the country provided a peek into the home with surreal takes on the traditional picket fence experience.

Then, we celebrated the 39th Annual Made in California. A record-breaking number of artists were accepted into this prestigious open-call opportunity, the hallmarks of which include a diverse range of media and subject matter created by California artists.

Made in California



CPSA



As the weather warmed up in the summer, we welcomed the Colored Pencil Society of America Juried Exhibition back along with their annual convention held next door at the Brea Embassy Suites. Hundreds of colored pencil artists from across the country descended on Brea to shop, play, and celebrate the exhibition's success. The Colored Pencil Society concluded their convention weekend with cash prizes awarded for exceptional work.

After that, we hosted the work of, The Pastel Society of the West Coast and their annual juried exhibition, 99 Voices in Pastel. Featuring soft pastel pieces from across the country, this exhibition was enhanced with historical and technical context for the use of pastel since prehistoric times.

PSWC



Engagement



The Gallery was open for
4 Days

547 Total Guests

11 Brea Resident
Guests

Total Revenue for
December **4,401.85**

2,744

Unique Website Visitors

5,729

Page Views

7,369

My Emma Email Subscribers



Social Media Impressions

Instagram **24.4K**

Facebook **8.8K**

Followers Gained in December

Instagram 249
Total: 17,053

Facebook 5
Total: 10,526

Twitter 1
Total: 454

2 New Memberships

48 Total Members

1 Intern in December

December Highlights

CITY STAFF RECEPTION

December 5



On the morning of December 5th, city staff were welcomed into the Gallery for refreshments and a final viewing of *99 Voices in Pastel* before it closed that weekend. A special gift shop sale allowed guests to pick up unique gifts before the holiday rush.

TREE LIGHTING December 5



Later that same evening, the Gallery was full of families during the City's Tree Lighting Event. As the children patiently waited for Santa to appear, they were welcomed with free admission and activity stations to pass the time. Hundreds of local visitors got a quick reprieve from the cold to flex their creative muscles.

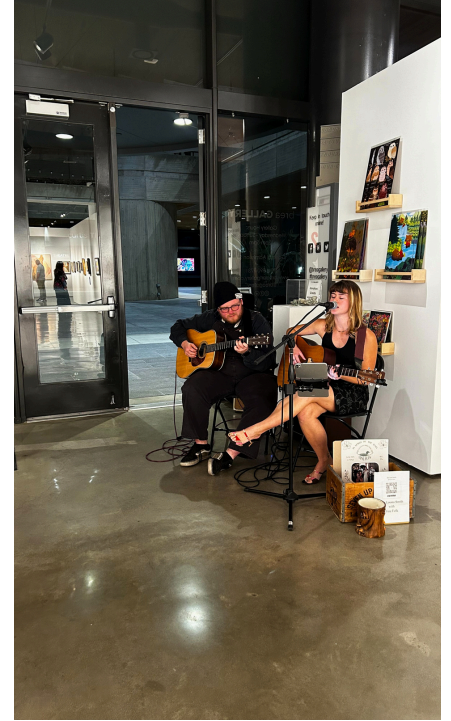


CONNECT THE
COMMUNITY
THROUGH
ARTS

CLOSING RECEPTION

December 6

The Gallery bid a fond farewell to the final exhibition of 2024 on December 6th with a free public Closing Reception on the evening of December 6th. Artists and patrons delighted in the final moments of the exhibition with dessert, wine, and live music provided by local musicians Eva Loona Smith with Fine Folk.



CANDLE & CENTERPIECE WORKSHOP

December 7



In the final workshops of the year, instructor Misty showed her festive students how to create the perfect centerpiece for their holiday tables accompanied by handmade custom candles.

Movies Under the Stars

The last Movies Under the Stars of 2024 was played on December 13th, on the Plaza Level steps of the Civic & Cultural Center and Home Alone was featured. It was a chilly evening with around 50 attenders. The Brea Student Advisory Board offered free face painting and our Movies Under the Stars sponsor Sheila Buonauro, handed out popcorn and snacks. It was a great evening spent with the community!

Letters to Santa

150 letters were dropped off at a special mailbox at the Brea Community Center for Santa Claus, and each received a personalized letter back. Such a unique way to interact with the younger community members.



City of Brea 2024 Ornament

The 2024 ornament was available to the community to purchase at the Brea Civic & Cultural Center, The Brea Community Center and was also available at the Tree Lighting Ceremony. The ornament is always a popular item and was sold out at the Tree Lighting Ceremony.

Tree Lighting Ceremony

Over 900 people attended the annual Tree Lighting Ceremony on December 5th. There were performances from Christ Lutheran Church & Children's Choir, Ballet Project OC, Stage Light Production Company, and Arovista Elementary School Choir. It was a magical evening with reindeer, snow, Santa Claus arriving on a Brea Fire Truck, shopping, hot cocoa, crafts, and selfies with Santa. It was a great way to kick off the holiday season!

