



## Cultural Arts Commission Agenda

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Wednesday, February 12, 2025, 5:30 PM

COUNCIL CHAMBERS

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.gov](http://www.cityofbrea.gov). 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.gov](mailto:carrieho@cityofbrea.gov). Written comments received by 3 pm 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

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2. Pledge of Allegiance

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3. Invocation

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4. Informational

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5. Matters from the Audience

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6. Action

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6A. Commission Reorganization

6B. Approval of Minutes

6C. 2025/2026 Curtis Theatre Season Offerings

6D. Cultural Arts Commission Goals Matrix Amendment Consideration

## 7. Discussion

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7A. Cultural Arts Commission Subcommittee Appointments

## 8. Information Memorandum

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8A. Information Memorandum

## 9. Reports

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9A. Theatre Subcommittee

9B. Gallery Subcommittee

9C. Site Awareness Subcommittee

9D. Art in Public Places Subcommittee

9E. Staff

## 10. Adjournment

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*Date Posted: February 6, 2025*



## Cultural Arts Commission Communication

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### B. Approval of Minutes

Meeting	Agenda Group
Wednesday, February 12, 2025, 5:30 PM	Action Item: 6B.
FROM	
Carrie Hernandez, Director of Community Services	

### **RECOMMENDATION**

Receive and file.

### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Community Services Director

Prepared by: Carrie Hosozawa, Executive Assistant

### **Attachments**

[01-08-25 CAC 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

January 8, 2025

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

- **Benjamin Schultz,** Cultural Arts Vice Chair
- **Erika Bernal,** Cultural Arts Commissioner
- **Robyn Price,** Cultural Arts Commissioner
- **Linda Shay** Cultural Arts Commissioner

**Absent:** Beverly Falco, Cultural Arts Chair

### **1. Call to Order**

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Vice Chair Schultz called the meeting to order at 5:30 pm.

### **2. Pledge of Allegiance**

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Vice Chair Schultz led the Pledge of Allegiance.

### **3. Invocation**

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Vice Chair Schultz asked for a moment of silence for those affected by the Los Angeles fires.

### **4. Informational**

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No updates.

### **5. Matters from the Audience**

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None.

### **6. Action**

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#### **6A. Approval of Minutes**

Commissioner Shay pointed out an error in the attendees on the minutes and Commissioner Bernal mentioned the need for clarification on the minutes, mentioning there were two appointments expiring as opposed to one.



Motion to approve as amended above made by Commissioner Price and seconded by Commissioner Shay.

Motion carried 3-1-1

Ayes: Bernal, Price, Shay

Nays: None

Abstain: Schultz

Absent: Falco

#### **6B. Adoption of Cultural Arts Commission Goals for 2025**

Commissioner Shay raised concerns about the city's relationship with the Brea Museum and the need to promote all cultural arts venues. Community Services Manager Jenn Colacion sought clarification on specific goals or changes, or language to promote all cultural arts areas. Vice Chair Schultz suggested this be brought back for discussion at the next meeting and to move forward with approval of the goals matrix.

Motion to approve made Commissioner Price and seconded by Commissioner Bernal.

Motion carried 3-1-1

Ayes: Bernal, Price, Schultz

Nays: Shay

Absent: Falco

### **7. Discussion**

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#### **7A. Special Events Update-**

Kristin Steyerma provided an update on the Special Events Team, beginning with an expression of gratitude for the support she received during a recent personal loss. She highlighted the success of the Tree Lighting event, noting the high attendance. Additionally, she discussed the recent visit from Sister Cities representatives from Korea and shared details about upcoming visits from Hanno, Japan, and another Friendship City. She also mentioned the strong interest in the Pet Expo and Spring Boutique, emphasizing the high volume of applications and the positive feedback received.

### **8. Information Memorandum**

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#### **8A. Information Memorandum**

The Commission remarked how much they enjoy the new format of the Memorandum.

## **9. Reports**

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### **9A. Theatre Subcommittee**

Elliot Forrester stated the Committee would be meeting in the upcoming month and gave an update on events happening at the Theatre.

### **9B. Gallery Subcommittee**

Since the subcommittee met recently, there were no updates to report. However, Katie Chidester shared that the Made in California submissions are surpassing last year's numbers. Vice Chair Schultz added that he is currently in discussions with his team regarding the possibility of hosting a *Yo Gabba Gabba* show at the Gallery.

### **9C. Art in Public Places Advisory Committee-**

Community Services Manager Jenn Colacion confirmed the Art in Public Places Advisory Committee will meet soon.

### **9D. Site Awareness Subcommittee-**

No updates.

### **9E. General Plan Steering Committee**

The General Plan Steering Committee has completed its work, with a successful collaboration among stakeholders.

### **9F. Staff**

Theatre Director Katie Chidester announced that the Gallery will partner with the local wine shop, Maison Fox, for the opening reception of Bitter/Sweet.

The Community Services Director Carrie Hernandez informed the Commission of City Manager Bill Gallardo's retirement and shared that Kristin Griffith has been appointed as the Interim City Manager.

Vice Chair Schultz inquired whether the Commission reorganization would take place at the next meeting. Staff confirmed that this would likely depend on City Council appointments.

## **10. Adjournment**

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Vice Chair Schultz adjourned the meeting at 6:23 pm.



## Cultural Arts Commission Communication

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### C. 2025/2026 Curtis Theatre Season Offerings

Meeting	Agenda Group
Wednesday, February 12, 2025, 5:30 PM	Action Item: 6C.
FROM	
Carrie Hernandez, Director of Community Services	

### **RECOMMENDATION**

It is recommended that the Cultural Arts Commission support the proposed 2024/25 Curtis Theatre Season as presented. 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**

Staff will provide a presentation on the proposed 2025/2026 Curtis Theatre season offering. While the season calendar would normally be included in the Commission packet, due to scheduling the Subcommittee has not yet been able to meet and will be doing so on Tuesday, February 11. The Commission will receive the full presentation following that which will include any Subcommittee feedback.

### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Community Services Director

Prepared by: Jenn Colacion, Community Services Manager



## Cultural Arts Commission Communication

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### D. Cultural Arts Commission Goals Matrix Amendment Consideration

Meeting	Agenda Group
Wednesday, February 12, 2025, 5:30 PM	Action Item: 6D.
FROM	
Carrie Hernandez, Director of Community Services	

### **RECOMMENDATION**

That the Commission consider amending the 2025 Cultural Arts Goals Matrix as presented, or provide staff with further direction.

### **BACKGROUND/DISCUSSION**

At their January 8, 2025, meeting the Cultural Arts Commission reviewed and approved the Cultural Arts Goals Matrix for 2025 presented by staff. Prior to taking a vote, the Commission discussed possibility of including goals that would center around the promotion of artists and cultural arts venues, non-profits or businesses (aside from the Curtis Theatre and Brea Gallery). Staff was directed to work on some verbiage to bring back to the February 12, 2025 meeting for the Commission to consider.

Upon further review of the Commission's interests, staff is proposing the following three goals for consideration to be added to the Goals Matrix. These would fall under the "Cultural Arts Commission Goals (General) - Program Enhancements" and could feasibly be implemented within the next year.

1. Seek opportunities to connect the community to arts offerings through Brea (e.g. Local artists, art studios, cultural non-profits, etc.) via promotion on platforms such as City social media accounts, Brea Line, City website, etc.
2. Initiate a campaign during National Arts & Humanities Month (October) to highlight both City-sponsored programs and local cultural arts non-profits or businesses.
3. Establish a Cultural Arts Commission recognition program to highlight local artists, cultural arts non-profits and businesses, or volunteers.

### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Community Services Director

Prepared by: Jenn Colacion, Community Services Manager





## Cultural Arts Commission Communication

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### A. Cultural Arts Commission Subcommittee Appointments

Meeting	Agenda Group
Wednesday, February 12, 2025, 5:30 PM	Discussion Item: 7A.
FROM	
Carrie Hernandez, Director of Community Services	

### **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 committee to determine the 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 representative to the Country Fair Steering Committee and the Art in Public Places Advisory Committee.

### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Community Services Director

Jenn Colacion, Community Services Manager

### **Attachments**

[Committee Appointments 2024.pdf](#)

# **AD HOC COMMITTEE AND COMMITTEE APPOINTMENTS**

## **April 2024**

### Ad Hoc Committee Appointments

- | <u>Ad Hoc Committee</u>           | <u>Assignment</u>         |
|-----------------------------------|---------------------------|
| • Site Awareness Ad Hoc Committee | • Ben Schultz/Robyn Price |

### Commission Representatives

- | <u>Committee</u>                               | <u>Assignment</u>                                  |
|--|--|
| • Art in Public Place Advisory Committee       | • Robyn Price                                      |
| • Country Fair Steering Committee              | • Vacant   |
| • Gallery Committee                            | • Beverly Falco/Linda Shay                         |
| • Theatre Committee                            | • Erica Bernal                                     |
| • Cultural Arts Master Plan Steering Committee | • Robyn Price/Linda Shay (Alternate; Beverly Falco |





## Cultural Arts Commission Communication

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### A. Information Memorandum

Meeting	Agenda Group
Wednesday, February 12, 2025, 5:30 PM	Information Memorandum Item: 8A.
FROM	
Carrie Hernandez, Director of Community Services	

### **RECOMMENDATION**

Receive and file.

### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Director of Community Services

Concurrence: Jenn Colacion, Community Services Manager

### **Attachments**

[January 2025 Info Memo.pdf](#)

CURTIS THEATRE

# MONTHLY REPORT

# 2025



CURTIS  
THEATRE

**FEBRUARY  
2025**

JANUARY 2025  
EVENT HIGHLIGHTS

Prepared by

**KRIS KATAOKA &  
ELLIOT FORRESTER**

Prepared for

**BREA CULTURAL ARTS  
COMMISSION**

# JANUARY AT A GLANCE



## Social Media



**29.4K Impressions**

**4,508 Followers**

+33 this month



**24.8K Impressions**

**2353 Followers**

+33 this month

## Volunteering

**48 SHIFTS**

**144 HOURS**

JAN 24: 29 / 87

FYTD: 195 / 653

## ACTIVITIES & ATTENDANCE

**26 EVENTS**

**5,030 ATTENDEES**

JAN 24: 27 / 5,327

FYTD: 168 / 28,134

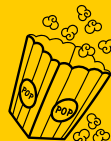


Ticket Sales

**\$46,818**

JAN 24: \$16,999

FYTD: \$214,392



Concessions

**\$1,982**

JAN 24: \$1,786

FYTD: \$20,259



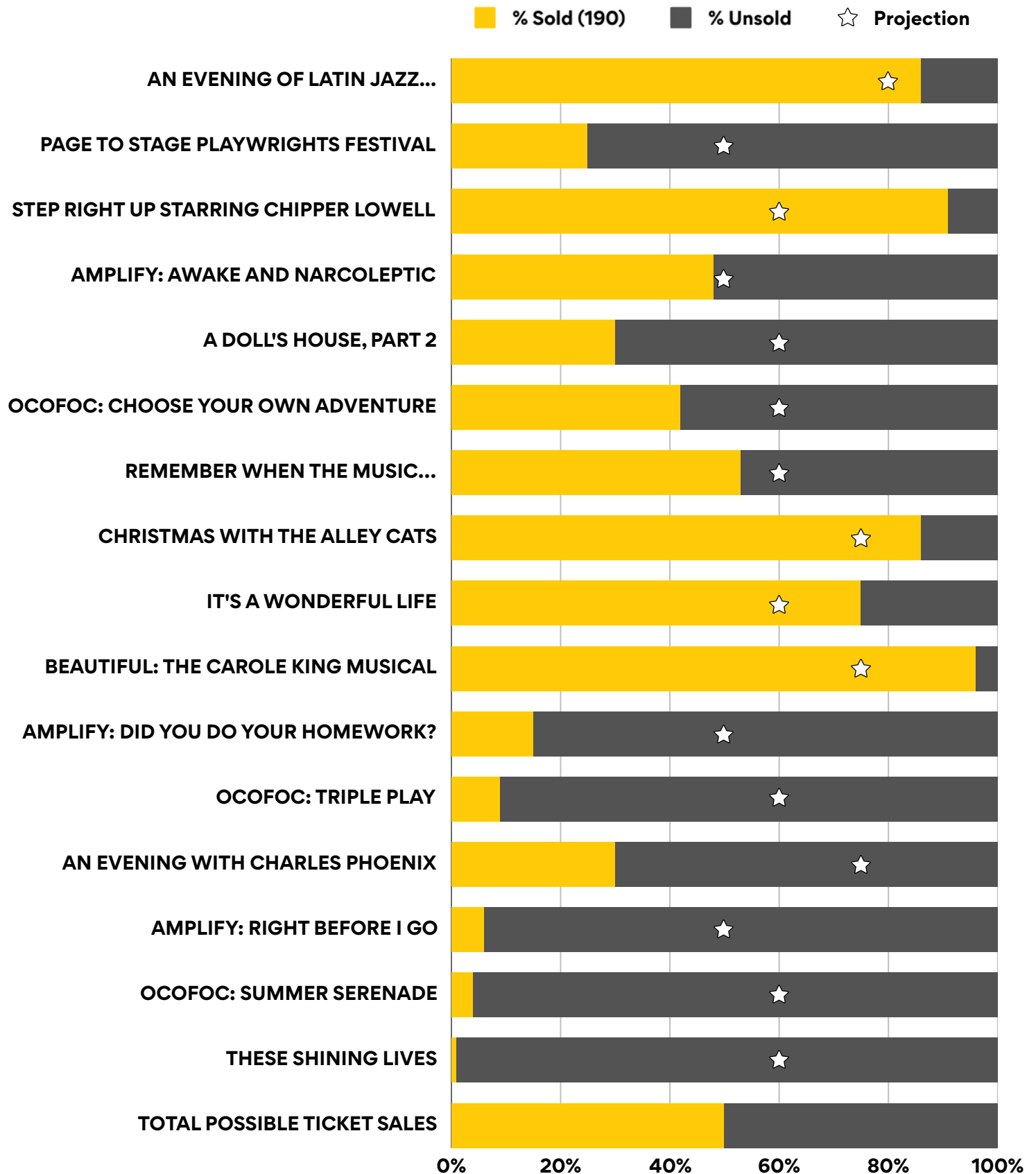
Rentals

**\$2,813**

JAN 24: \$2,700

FYTD: \$71,484

# 2024-2025 TICKET SALES UPDATE





## JANUARY HIGHLIGHTS

### **BREA'S YOUTH THEATRE: ALADDIN JR.**

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”.

This Winter's production of Aladdin Jr. included over 250 cast members and 16 sellout performances.

Produced in partnership with Stagelight Family Productions, Brea's Youth Theatre has brought the joy of theatre to children and their families for well over 30 years.



# THINGS TO LOOK FORWARD TO



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

*Did You Do Your Homework?* is a 12-character tour de force that spotlights the comical, tragic, and inspiring realities of the public school system and one substitute teacher's journey through the bureaucracy of an urban classroom.

This production is part of Amplify — an initiative to address the inequality in performing arts programming. This program provides a platform and outlet for performing artists of all kinds, while expanding the inclusivity and outreach of the Curtis Theatre to a diverse artistic community.





# JANUARY

## Sister City and Friendship City Visits from Anseong, Korea, Hanno, Japan and Namyangyu, Korea

The City of Brea was excited to welcome both Anseong, Korea students as well as Hanno, Japan students in January. Anseong had 30 students and 3 chaperons and Hanno hosted 13 students and 4 chaperons. Both groups got to experience life in Brea and were able to connect with similarly aged students at Brea Olinda High School and Brea Junior High. City staff led the students through the Brea Museum, the Olinda Oil Museum, Fire Stations, the Civic & Cultural Center, the Curtis Theatre, the Gallery, the Police Department, Brea Mall and various parks. Our Sister City visitors got to enjoy these tours on the Brea Trolley which is always a hit. It was a great time with both of our Sister Cities and we enjoy fostering the relationships that have developed over the years. We look forward to continuing the cultivation of unity among our Sister Cities. In February, we will be welcoming our Friendship City of Namyangyu, Korea, where 24 students will be arriving along with 5 chaperons. These long standing Sister City relations uphold Brea's commitment through the arts.





# Looking Ahead



## Spring Craft Boutique

This is the 25th annual City of Brea Spring Craft Boutique and a popular event for the community.

The Spring Craft Boutique already has over 200 vendors approved who will be selling unique one-of-a-kind seasonal and year-round gifts, décor, art, jewelry, clothing, crafts, tasty goodies and so much more! This event pursues sustainability and stimulates local economies and continues to connect our community through the arts.

## Go. Serve. Brea

The City of Brea and Brea Special Events is proud to announce Go. Serve. Brea, which will replace the previous Love Brea event. Go. Serve. Brea is a brand new, year-round, city-wide volunteer initiative that will include this community-wide service day. This event is a great opportunity to engage new audiences through inclusive opportunities and experiences.



## Social Media Engagement



6.5k followers



5.4k followers

@breaspecialevents

## Impressions



20.6k



2.5k



### Bitter/Sweet



Bitter/Sweet explores the duality of human experience, capturing the joys and sorrows of memory and milestones. Through a diverse range of artwork and mediums, this exhibition delves into moments of waiting, working, mourning, and celebrating within liminal spaces—those in-between times filled with transition and uncertainty. Bitter/Sweet, based on a concept inspired by Reed van Brunschot's artwork, is an intimate and evocative opportunity that invites reflection on life's bittersweet nature, offering a poignant look at the memories and emotions that shape us.

OPENING RECEPTION: February 1 | 5-7 pm

FRESH{AIR} ARTIST IN RESIDENCY: February 22 - 23

Over the past four decades, Made in California has highlighted thousands of artists in all stages of their careers, offering them a chance to compete for a number of awards, including the coveted solo show opportunity. The 40th Anniversary Made in California exhibition exploring current creative movements happening in California will serve as a testament to the enduring legacy of artistic achievement in the state, and the Brea Gallery's commitment to fostering local talent.

OPENING RECEPTION: April 26 | 5-7 pm

FRESH{AIR} ARTIST IN RESIDENCY: May 31 & June 1

### Made in California 40th Anniversary



### Mapping the Landscape: A 50 Year Dialogue with Art and the Community



Celebrating a legacy of 5 decades, Brea's Art in Public Places Program sets the standard for public art in our region. With 50 years of relationships with world renown artists, this exhibit showcases multi-medium work by the artists in the collection. Rather than a historical retrospective, this exhibit will showcase the talent and technique that is featured around the City, while also looking towards the next 50 years of the program.

OPENING RECEPTION: July 26 | 5-7 pm

FRESH{AIR} ARTIST IN RESIDENCY: August 30 - 31

Join us for an exhilarating celebration of a beloved cultural phenomenon that began its journey in Brea, California, 20 years ago! This unique exhibition will tap into our gallery's vibrant network of emerging local pop, surreal and low-brow artist, showcasing never-before-seen artworks that will take you on a nostalgic trip down memory lane. This exhibit is an opportunity to toast the artistry that was sparked right here in our community and allow visitors to immerse themselves in the fun!

OPENING RECEPTION: October 18 | 5-7 pm

FRESH{AIR} ARTIST IN RESIDENCY: November 15 - 16

### Yo Gabba Gabba



# Engagement



The Gallery was open for  
**0 Days**

**0** Total Guests

**0** Brea Resident Guests

Total Revenue for  
January **\$12,024**

**12,291**

Unique Website Visitors

**24,228**

Page Views

**7,501**

My Emma Email Subscribers



## Social Media Impressions

Instagram **103.1K**

Facebook **304.8K**

## Followers Gained in January

Instagram **346**  
Total: 17,399

Facebook **76**  
Total: 10,602

Twitter **0**  
Total: 454

**10** New Memberships

**55** Total Members

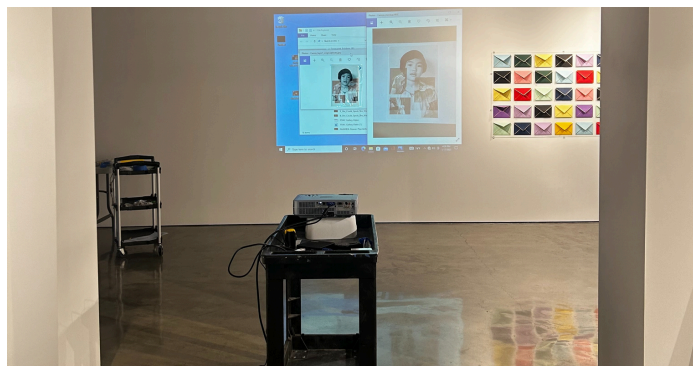
**0** Interns in January



# January Highlights

## INSTALLATION

The Gallery staff had an incredible January installing the large scale sculptural work in *Bitter/Sweet*. In addition to the artwork, the exhibition design was enhanced through selective wall color enhancements, additional vinyl details, and grappling with especially difficult technological demands.



## SISTER CITY TOUR

In mid-January, the gallery was pleased to host a tour of Sister City representatives. Getting a rare-behind the scenes tour during installation, the group explored the front room of the gallery and were given insight into the themes in this group show.

## WINDOW DISPLAY

Artist Reed van Brunschot's piece titled, "Thank you Bags" include two large-scale fabric bags made to mimic the plastic ones we are all familiar with. The scale of the work draws you in as box fans keep them inflated providing a subtle constant movement.



## INTERACTIVE

The *Bitter/Sweet* exhibition interactive invites guests to reflect thoughtfully on the moments and celebrations that have been momentous in their own lives. Blank invitations are available for patrons to journal and invite others into those memories and share in the common experiences of a lifetime.

