

#### **Cultural Arts Commission Agenda**

Wednesday, April 9, 2025, 5:30 PM COUNCIL CHAMBERS 1 Civic Center Circle Brea, California 92821

**Beverly Falco**, Chair

Erika Bernal, Vice Chair

Robyn Price, 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 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 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. General Session

- 1A. Call to Order
- 1B. Pledge of Allegiance
- 1C. Invocation
- 1D. Matters from the Audience

#### 2. Action

#### 2A. Approval of Minutes

#### 3. Discussion

- 3A. Follow-up on Impacts of Federal Legislation and Executive Orders to Cultural Arts Programming
- 3B. Formation of Cultural Arts Commission Recognition Program

#### 4. Reports

- 4A. Gallery Committee
- 4B. Theatre Committee
- 4C. Site Awareness Committee
- 4D. Art in Public Places Committee
- 4E. Country Fair Committee
- 4F. General Plan Steering Committee

#### 5. Informational

- 5A. Correspondence
- 5B. B. Information Memorandum/Staff Updates
- 5C. Commissioner Requests

#### 6. Adjournment

Date Posted: April 3, 2025



#### A. Approval of Minutes

Meeting	Agenda Group
Wednesday, April 9, 2025, 5:30 PM	Action Item: 2A.

#### **RECOMMENDATION**

Approve.

#### **RESPECTFULLY SUBMITTED:**

Carrie Hernandez

**Community Services Director** 

#### **Attachments**

03-12-2025 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 March 12, 2025

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

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

#### 1. General Session

#### 1A. Call to Order

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

#### 1B. Pledge of Allegiance

Chair Falco led the Pledge of Allegiance.

#### 1C. Invocation

Chair Falco asked for a moment of silence in the name of unity, togetherness and gratitude.

#### 1D. Matters from the Audience

None.

#### 2. Action

#### 2A. Approval of Minutes

Commissioner Shay made a motion to approve the minutes with two grammatical corrections, seconded by Commissioner Price.

Motion carried 5-0

Ayes: Falco, Bernal, Price, Schultz, Shay

Nays: None

5-0-0-0

#### 3. Discussion

#### 3A. Street Pole Banners Update

Community Services Director Carrie Hernandez announced the funding for the Street Pole Banners has been approved and staff will be getting new quotes and moving forward with the installation. There was a discussion about the location, cost, content, strategic planning, durability and timing.

#### 4. Reports

#### 4A. Gallery Committee

Commissioner Shay read aloud the poem she received by the poet laureate at the Gallery Fresh Air event recently.

#### 4B. Theatre Committee

Vice Chair Bernal reported on their most recent meeting stating they had met with Amplify team and then everything is moving along as expected.

#### 4C. Site Awareness Committee

No updates.

#### 4D. Art in Public Places Committee

No updates.

#### 4E. Country Fair Committee

No updates.

#### 4F. General Plan Steering Committee

No updates.

#### 5. Informational

#### 5A. Information Memorandum/Staff Updates

Community Services Special Events Supervisor Kristin Steyerman is preparing for the upcoming Spring Craft Boutique, which will feature 227 registered vendors.

The Pet Expo is set for April 5, showcasing a variety of animals and interactive activities.

Additionally, the Love Brea event has undergone a name change and will now be called Go. Serve. Brea., featuring 11 community service projects as of now.

#### 5B. Commissioner Requests

The potential impact on federally funded programs, particularly senior services and grants, was discussed. There were also inquiries about the effect of federal executive orders on the city's programs.

Director Hernandez mentioned a group of City Staff who recently visited Washington, D.C., for the National League of California Cities Conference, and staff will provide an update on information received.

Additionally, the commissioners expressed interest in supporting upcoming exhibits and events.

#### 6. Adjournment

Chair Falco adjourned the meeting at 6:11 pm.



#### A. Follow-up on Impacts of Federal Legislation and Executive Orders to Cultural Arts Programming

Meeting	Agenda Group
Wednesday, April 9, 2025, 5:30 PM	Discussion Item: 3A.
то	FROM
Chair and Members of the Cultural Arts Commission	Carrie Hernandez, Director of Community Services

#### **BACKGROUND/DISCUSSION**

At the March 12, 2025, Cultural Arts Commission meeting, Commissioner Bernal made a request for staff to update the full Commission on anticipated program impacts based on new/pending Federal legislation and Executive Orders, including those related to Diversity, Equity, and Inclusion (DEI). In preparation for the April 9, 2025, meeting, Chair Falco concurred with placing this item on the agenda for discussion.

At this time, there are no Federal funds directly connected to existing Cultural Arts programming, though the Gallery is in the process of pursuing a grant through the National Endowment for the Arts (NEA) which has yet to be awarded. Federal funding for programs and projects throughout other City of Brea departments are still being evaluated and more information is expected to be shared as part of the upcoming budget adoption presentation.

#### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Community Services Director

Prepared by: Jenn Colacion, Community Services Manager



#### **B. Formation of Cultural Arts Commission Recognition Program**

Meeting	Agenda Group
Wednesday, April 9, 2025, 5:30 PM	Discussion Item: 3B.
ТО	FROM
Chair and Members of the Cultural Arts Commission	Carrie Hernandez, Director of Community Services

#### **BACKGROUND/DISCUSSION**

As part of the recent Cultural Arts Commission Goals Adoption process, it was the Commission's desire to explore the formation of a recognition program to celebrate individuals, businesses and/or non-profits making positive impacts within the realm of cultural arts in Brea. At the request of Chair Falco, this item has been added to the agenda with the intent of starting the discussion with the Commission on their goals and interests for this program to better direct staff on how to proceed. Some topics for consideration by the Commission may include: recognition frequency, criteria, nomination process, selection, etc.

#### RESPECTFULLY SUBMITTED

Carrie Hernandez, Community Services Director

Prepared by: Jenn Colacion, Community Services Manager



#### A. Correspondence

Meeting	Agenda Group
Wednesday, April 9, 2025, 5:30 PM	Informational Item: 5A.

#### **RECOMMENDATION**

Receive and file.

#### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Community Services Director

#### **Attachments**

Community Feedback - MARCH.pdf

## Community Feedback - Gallery

Select responses to the emails sent to artists not accepted into this year's Made in California Exhibition.
Thank you. This is an exceptional reject email. I look forward to seeing the exhibition!
Sincerely,
Jeanne Ayers
Dear Katie and staff,
Thank you for the opportunity to apply and your consideration of my piece. Hope you have a super successful show!
All the best, Annalisa Sher (they/them)
Hello Katie,
Thank you for the email and considering me. It's a very first effort to enter anything like this, so it's not surprising to me. I look forward to seeing the exhibition when it comes around.
Thank you again
Pia Soper
Interesting. I respect it.
On Thu, Mar 13, 2025 at 4:07 PM Chidester, Katie <katiec@cityofbrea.gov> wrote:</katiec@cityofbrea.gov>
Hello Julian,
Thank you for your email. Unfortunately, the entry fees are non-refundable, as stated in the prospectus. This was required to sign off on before submitting your entry for consideration.
We wish you the best in your future artistic endeavors.
From: Inward Arrows
Sent: Thursday, March 6, 2025 9:42 AM
To: BreaGallery < BreaGallery@ci.brea.ca.us>
Subject: Re: Art Call Submission - Brea Gallery
Can I have my money back.

Hello Tatiana, thank you for your message. I appreciate the honesty in your words. Please know that the decision to not proceed with your artwork was in no way a reflection of its value or your talent. It was simply a matter of fit for this particular exhibition.

Thank you again for your submission, and I hope we can stay in touch. I wish you continued success in your artistic journey.

Katie

From: Tatiana Gru

Sent: Friday, March 7, 2025 8:21 AM

**To:** BreaGallery < <u>BreaGallery@ci.brea.ca.us</u>> **Subject:** Re: Art Call Submission - Brea Gallery

It was my mistake to seek recognition in your gallery

Hi Katie,

Thank you for your kind and gracious response to my complaint. I am sorry the tone in my email was snippy, but I was truly disappointed and upset. With all that is going on in the world, it is more difficult to contain one's emotions. Anyway, thank you again. Because of your response, I will likely enter next year's MICA and hope for the best.

Warm regards, Lori

On Tue, Mar 11, 2025, 5:39 PM Chidester, Katie < <u>katiec@cityofbrea.gov</u> > wrote:

Hi Lori,

Thank you for sharing your thoughts. I understand your disappointment, especially given your past success with this call previously. Our selection process is incredibly competitive, and there are always many factors involved in making our final choices.

Please know that the decision was not a reflection of the quality or relevance of your work, which I personally admire. I've been a fan of yours since the 2017 MICA that included one of your lovely drawings.

We would love to see your art in future submissions (though I completely understand your perspective). I hope you continue to create, and I'd be happy to stay in touch in case any future opportunities arise.

Thank you again.

Dear Katie,

Unfortunately I am truly disappointed that not one of my 10 pieces was selected. I do not understand this, as I know the work that I submitted reflected our times in ax extremely relevant manner, and my work is both unique and excellent both in craftsmanship, message, emotion and structure. This is the fourth year that my entries have been rejected, while in the past, I have been accepted several times. Since I have no idea what your criteria is for acceptance, I will probably not be entering again, since there seems to be no point.

Lori Markman

Vendor Feedback - Spring Boutique

Select responses to the emails sent to Vendors asking for feedback on the event.

Hi Kristin - so glad to get this because I was going to email and beg to do early sign up since I didn't on the weekend! ha Attached is my application and I prefer not to write in my CC info so if someone calls me I'll give it to them or they can run the one you have on file. My CVV code is on the application.

Couple things to note: I had my best spring boutique sales ever! Strange because of the rain and lower attendance on Friday but I still did amazing and Saturday I had the best time having my son working the Gil's Sweet Abilities booth. Thank you for putting them so close to me. I hope they can secure that spot again for Nutcracker. I thought it was a great show and felt very supported by your staff for breaks etc. The guy next to me still played his music but seemed more respectful to the volume and the chatter. It wasn't a problem.

Also a thought I had is that I personally do not have a place to put the physical fliers and with most being online wonder if that is a needful expense. However I realize for some it may be very helpful. Just a thought in case others have commented on that.

Otherwise I thought it was an amazing weekend and no one can predict crowds in the rain. All in all great job to you and your staff! I truly hope you have received positive feedback.

God biess you kristin.
Joy
Spring Boutique was terrific—and so were you. Thanks so much!
Thank you for putting on a wonderful event. I appreciate all your hard work.

Hi Kristin, this is Mary Leonard . I have participated in the Spring and winter boutiques the last four years. I'm unable to attend the Nutcracker one this year. My best friends daughter is getting married that weekend. I'm not sure if you remove our names if we miss one. I was hoping you wouldn't take my name off your list. I'm hoping to be back for the Spring one next year. Thank you for all your hard work you've done an amazing job. Maybe next year your team could do something about the weather!!! Hi Kristen, Ashley & Alva, I really appreciate all the time and effort that is spent preparing for these events. I am very happy with my sales results for the Spring Boutique. I know all the vendors spend many many hours preparing for these events too. So it's Awesome when it all Comes Together for a Successful Event!! My only suggestion would be to find a way to attract a younger customer. Many of the new craft fair companies work to make their Craft Fairs an Experience with music, photoops, having popular Characters to interact with guests and photo ops. Just a few suggestions. Thank You for all you do! Sylvia Nakatsumi Hi Kristin, I wanted to say Thank you for a Wonderful event You all are so nice and so professional. I am looking forward to all your events. I am signed up for the per expo and the Nutcracker. Please notify me for All other Events. I will for sure attend. Thank you so very much Sondra Dear Kristin, I want to express my heartfelt gratitude for your support. Being close to my friends made a significant difference for me. The show was incredibly well organized, and I truly appreciate all the effort that went into it. I'm excited about the upcoming Nutcracker and look forward to participating in the show.

Warmest wishes,

Joan Morrow

Suzanne and I appreciate all that you do. It is always fun to do your craft shows and we are so happy for
the opportunity. You and your staff are wonderful and we love our location in space 134. Our "roomate" was just great also. Looking forward to Nutcracker.
Til later~
Sharon Stratton
Thanks for a good show, despite Friday's rain and a cold gym. I appreciate you and your staff!
Pat Nelson
Hi Kristin,
Thank you once again, to you and your wonderful TEAM. I have yet to meet a person on your TEAM that is not helpful or friendly, that is a testament to great leadership.
Brea always puts on a wonderful event, even when the weather does not comply.
Keep up the awesome work, and congrats on your Masters Degree.
Brenda and Virginia
Hi Kristin,
Good morning!
I guess I missed the part about submitting for the application for the Nutcracker this past weekend. Can you send that to me again, please? I apologize.
The only suggestion I have for the future show is for vendors to have a way of showing that they are not parking in the customer parking lot. I had a customer last Nutcracker say they left because they could

not find parking. And it seems like the shuttle should be a lot busier with vendors than it is, and it looks like a lot of vendors are walking in the parking lot to get their cars. Perhaps they should put their license

PS

plate number on the application?

Best food vendors ever!
Thanks,
Yoney
Hi Kristin,
I'm not sure if I met you or not during the event but wanted to say how proud I am of you for this event. It was well organized and the foot traffic was great, even despite the rain. Thank you for providing vendors like myself with a space to help us sell our products.
I'm hoping to get into Nutcracker and be a continuous vendor with you.
Appreciate you.
Thank you for all your hard work! It is not an easy task to do something of this size!
Thank you for all your hard work! It is not an easy task to do something of this size!
Thank you for all your hard work! It is not an easy task to do something of this size!  Thank you for all your hard work!! It was a great weekend! I did a little better than last year. For me, sales on Friday were better than Saturday, so the rain didn't scare cookie lovers away!!
Thank you for all your hard work!! It was a great weekend! I did a little better than last year. For me,

#### Feedback - Curtis Theatre

I'm so sorry for my lack of follow up. We made the difficult decision to begin the closure of our studio. I'm not exactly sure what the next few months will hold, so I'm sad to say that we don't think we will be able to do a final concert, like I had hoped. I just wanted to say how appreciative and thankful we have been for everyone at the Curtis. Every single person we've encountered over the last 10+ years of holding our concerts at the theater has been absolutely amazing to work with. I'm so thankful we were able to give our students and families such a professional and positive experience, I know many wonderful memories have been made, thanks to you and the Curtis theater staff!

All our best,

**Aubrey Rocha** 

**Harmony Studios** 



#### B. B. Information Memorandum/Staff Updates

Meeting	Agenda Group
Wednesday, April 9, 2025, 5:30 PM	Informational Item: 5B.

#### **RECOMMENDATION**

Receive and file.

#### **RESPECTFULLY SUBMITTED**

Carrie Hernandez, Community Services Director

#### **Attachments**

March 2025 Info Memo.pdf

**CURTIS THEATRE** 

# MONTHLY REPORT



# MARCH AT A GLANCE



Social Media



13.2K Impressions 4,923 Followers -3 this month



9.4K Impressions 2561 Followers +46 this month

Volunteering

O SHIFTS

**O** HOURS

MAR 24: 0 / 0 FYTD: 229 / 789

**ACTIVITIES & ATTENDANCE** 

33 EVENTS
7,819 ATTENDEES

MAR 24: 30 / 6,686 FYTD: 224 / 41,410



\$2,343

MAR 24: \$16,671 FYTD: \$219,830



Concessions

**\$0** MAR 24: \$516 FYTD: \$20,259

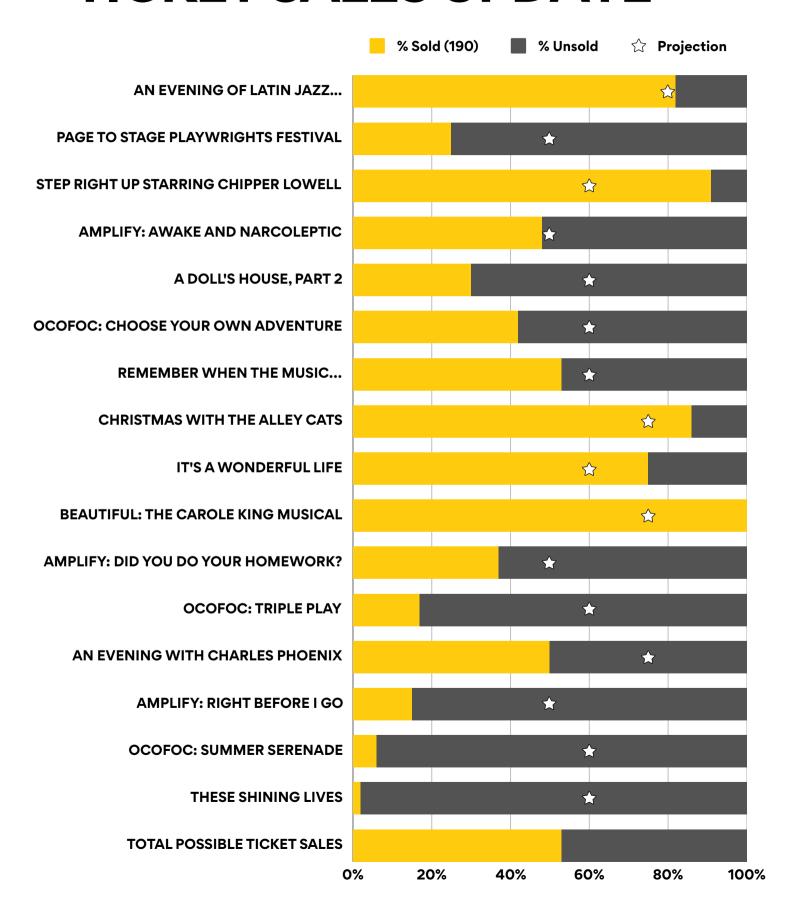


Rentals

\$26,584 MAR 24: \$26,787.50

MAR 24: \$26,787.50 FYTD: \$109,358

# 2024-2025 TICKET SALES UPDATE





#### THESE SHINING LIVES AUDTITIONS

Together with our partners at Begins and Ends with 'A' Productions (previous productions: *The Revolutionist, Emilie...*), the Curtis Theatre held auditions for the upcoming production of *These Shining Lives*. Response from the local theatre community was strong, with over 100 people signed up to audition over three days.

These Shining Lives performs June 13 - 22, 2025.

#### **OCTG AWARD NOMINATIONS**

The Orange County Theatre Guild announced its 2024 award nominations. Curtis Theatre productions received 15 total nominations:

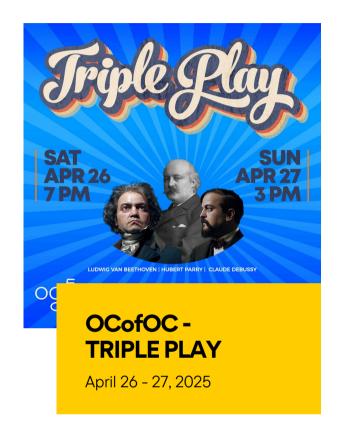
**Once**: Outstanding Musical Production, Direction of a Musical, Outstanding Ensemble in a Musical, Lighting Design, Set Design, Sound Design, Choreography, Music Direction, Lead Performance in a Musical. **Emilie...**: Direction of a Play, Lighting Design, Projection Design, Props Design, Lead Performance in a Play. **A Doll's House, pt 2**: Wig Design.

# THINGS TO LOOK FORWARD TO

Experience the most famous triple concerto in classical music history, with soloists Seung-Jai Chung virtuoso (violin), Laszlo Mezo (cello), and Wan-Chin Chang (piano). Rounding out the trio of pieces on the program are Parry's gorgeous "English" Symphony (his third) and the world premiere of OCofOC Music Director David Rentz's orchestration of Claude Debussy's beloved Claire de lune - no. 3 in his Suite bergamasque.

A ticketed reception featuring a Q&A with Conductor David Rentz will follow the Sunday concert.





The Curtis Theatre welcomes back retro pop-culture humorist, Charles Phoenix, for an exuberant evening of spectacular vintage slides and spirited storytelling!With his quick wit, unbridled enthusiasm. and kaleidoscope colorful images, Charles shares the stories and glories of his retro road trips in search of time-honored attractions, tourist traps, classic cars, and more galore!

Čharles also shares his latest Test Kitchen experiments, his "best of" local guide, and answers questions from the audience.

# In the Galleries

# brea GALLERY

Goodbye Bitter/Sweet, Hello Made in California!

March 2025

# March Highlights CLOSING RECEPTION

The Bitter/Sweet closing reception was held on Friday, March 21<sup>st</sup>. Exhibiting artists and the public celebrated the end of an incredible show! Live jazz music was provided by Railside Combo.









A special thank you goes out to all the city staff who stopped by on Thursday, March 20<sup>th</sup> to help us say goodbye to *Bitter/Sweet*. City employees enjoyed some sweet breakfast treats and coffee and a special discount on the gift shop!



#### MICA ARTWORK DROP OFF

In a change from previous years, artwork drop-off for Made in California 2025 was scheduled for just one day. Staff greeted over 60 artists who chose to deliver their work in person on Saturday, March 29th- some travelling as much as five hours to bring in their pieces.

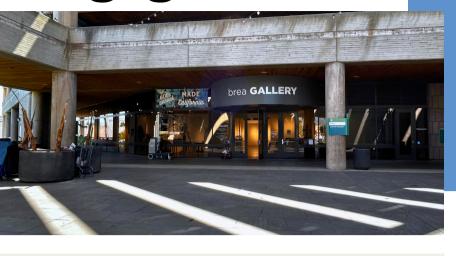
### SPRING WREATH WORKSHOP

Misty from BHF Home and Beauty held a very special spring wreath workshop in the gallery on March 8th just in time for the weather to warm up!



PURSUE SUSTAINABILITY AND STIMULATE LOCAL ECONOMIES

# Engagement



3,687

Unique Website Visitors

7,106

Page Views

8.994

My Emma Email Subscribers

## Social Media Impressions

Instagram 56,325

Facebook 4,921

## Followers Gained in March

Instagram 140 Total: 17,834

Facebook Total: 10,613

Twitter Total: 450

The Gallery was open for **15 Days** 

460 Total Guests

**54** Brea Resident Guests

Total Revenue for March **\$3,597.39** 



O New Memberships

69 Total Members

1 Intern in February

## Upcoming: The 40<sup>th</sup> *Annual Made in California*! April 26 - June 29

# MADE in California 2025 Accepted Artists

Geneva Allen
Darren Alvarez
Silvia Alvarez-Ritterling
Ric Ambrose
Sumayya Ansari
Andrea Badillo
Ariel Barish
Alla Bartoshchuk
April Bedard
Alexis Beucler
Mensah Bey
Ray Bravo
Sarah Breucop
Jasmine C.D.
Andrea Cano Torres
Nicole Charles
Xiaosy Chen
Ashoke Chhabra
Corinne Cobabe Rushing
The Contaminator
Rosy Cortez
Angel Cruz
Michelle Dahl
Jeffrey Davis

UPHOLD BREA'S COMMITMENT TO THE ARTS

Robin Eagan
Kevin Eaton
Amanda Estrada
Tara Faughnan
Kendall Faulkner
Tim Federmann
Erin Feller
Liliana Figueroa-Larios
John Flores
Jada Fonseca
Patricia Fortlage
Melora Garcia
Deb Gargula
Mackenzie Giles
Emiko Groder
Lex Harvey
Lidia Hasenauer
Troy Heffelfinger
Joseph Heffernan
Lynette K. Henderson
Jazmin Heredia
Brooke Hunter
Clint Imboden
Analaura Jocol
Rachel Joob

Rachel Joy
Tae Kang
Dmitry Kemell
Veronica Kovats Sánchez
Penelope Lenaerts
Angel Lesnikowski
Andy Lime
Jade Liu
Jesus Lopez
Tracy Loreque Skinner
Mônica Lóss
Jose Loza
Kiara Aileen Machado
Isabel Martinez
Olivia May
Chris Mcguire
Fiona McTiernan
Adam Newman
Ashley Nguyen
Tara O'Gorman
Katya Orlovie
Emilene Orozco
Jori Phillips

Jazmine Puentes
Yessenia Reyes
Sadie Rose
Rachel Sager
Taylor Sanders
Carolyn Saylor
Maria Del Carmen Serratos
Timothy Smith
Un Chu Song
Isabella Stockbridge
Tiffany Swenke
Nicole Valadez
Natalie Veenstra
Robin Venter
Evelyn Violet
Yuting Wang
Brady Wilmott

Solo Show: Amy Yoshitsu Over the past four decades. Made in California has highlighted thousands of artists in all stages of their careers, offering a chance to compete for a number of awards. including a coveted solo show opportunity. The 40th Anniversary Made in California serves as a testament to the enduring legacy of artistic achievement in the state. and the Brea Gallery's commitment to fostering local talent. Averaging around 100 artworks from a variety of mediums, this exhibition continues to dazzle visitors year after year.

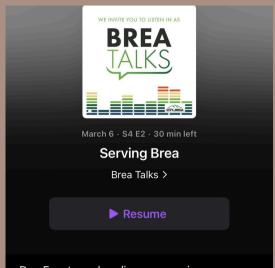
## Solo Show: Amy Yoshitsu

The Brea Gallery is honored to present *Tiers at Work* by Amy Yoshitsu. Weaving together Amy's sculptural works, manipulated photography, and social and cultural engagement, this exhibition honors the manifestations of histories, shared needs, and connected conditions. Reflecting on the built environment and infrastructure, Yoshitsu miniaturizes and deconstructs structured space—a product of human labor, the authority of financialization, and modern survival.



# MARCH





Dan Fenstermaker discusses various volunteering opportunities Brea offers through City sponsored programs. Brea PIO Liz Pharis talks about the annual Mayor's Youth Award Program (1:35), Victoria Ugarte of the Brea Resource Center gives information about the Brea Volunteen Program (10:42), and Kristin Steyerman and Ashley Reid of the Brea Special Events team update us on Serve Brea, the new year-round volunteer program

#### Serving Brea

The Special Events Division is excited about taking over the City of Brea volunteer program. We have been able to shape this program in new ways to make it easier for the community to come to one place to volunteer and hopefully engage new audiences through more inclusive opportunities and experiences. We have been campaigning Go. Serve. Brea. since February, and will be launching our new volunteer program at this community-wide service day on April 26. We have shared some creative ways we have been promoting the event and at the beginning of March, had another unique opportunity to get the word out. We got to sit down with the City of Brea's Communications & Marketing team to have a conversation about serving Brea on their odcast, Brea Talks. You can find that episode and

others wherever you get your podcasts!

We also have been engaging with the community via social media to get their buy-in for the Go.
Serve. Brea. shirt

color. So fun!









#### **Spring Craft Boutique**

On March 14 & 15, we had our annual Spring Craft Boutique at the Brea Community Center. Friday was chilly and slightly rainy but that did not stop the shoppers! Over 2,000 attended the event over both days! There were 220 vendors selling unique, one-of-a-kind items including seasonal and year-round gifts, décor, art, jewelry, clothing, crafts, tasty goodies, coffee and so much more! This event connects the community through the arts and pursues sustainability and stimulates local economies.









Social Media Engagement

- 7.2k followers
- **3**5.4k followers



**O** 74.4k

**3**6.5k

@breaspecialevents