

JOHN WAYNE AIRPORT ARTS COMMISSION
Airport Commission Room
3160 Airway Avenue
Costa Mesa, CA 92626

Minutes of the Regular Meeting with Teleconference

February 5, 2025

CALL TO ORDER: Vice Chair Payan called the meeting to order at 9:33 a.m.

PLEDGE OF ALLEGIANCE: Vice Chair Payan led the Pledge of Allegiance

COMMISSIONERS PRESENT: Chair Kim Le, Vice Chair Victor Payan, Commissioner Susan L. Petrella

COMMISSIONERS PRESENT BY TELECONFERENCE: Commissioner Mary-Christine Sungaila

COMMISSIONERS ABSENT: Commissioner Christine Hernandez

STAFF PRESENT: Heather Bowling, Joel Aguilar, Michelle Lai

1. APPROVAL OF MINUTES

After reviewing the minutes of the last meeting, Commissioner Sungaila wanted to review the topic of arts funding that she had missed. Heather shared a brief review of what they learned at last year's Art in the Airport Conference, citing that most airports funded their extensive art program and large-scale projects through a 1% for the arts policy. This policy applies to any CIP projects, remodeling, or expansions that airports fund, allocating 1% for the arts program. However, JWA nor Orange County have such a policy in place.

Commissioner Petrella asked for clarification regarding how the arts at LAX for example, were funded, and Heather replied that at JWA the Art Program is funding by airport revenue and tax dollars. However, LAX has a percentage in their budget allocation for the arts. Heather also added that JWA just doesn't have a large arts department in comparison to LAX so there isn't comparable funding. Commissioner Sungaila shared that she would mention this to Supervisor Foley in their next meeting, mentioning that Foley is a big supporter of the arts in Orange County.

Commissioner Petrella raised the question of whether it was possible for the Arts Commission to have a designated budget, to which Vice Chair Payan suggested that in place of a budget, there is a possibility for sponsorship opportunities, mentioning how the Airport has a noticeable abundance of advertising billboards that could instead be utilized for promoting the arts, for example, reframing health ads to focusing on the wellness aspect of arts in relation to health. Heather followed up saying that they have previously talked to in-house grant writers for guidance in seeking grants in that same line of thought. One of the Commissioners then suggested airline/buy-in shows, to which Joel explained that it is more of a question of what is allowed, as ads draw in revenue, so that is balanced against enhancing the guest experience. Vice Chair Payan suggested asking Supervisor Foley what her thoughts were on obtaining a 1% for the arts fund in Orange County.

2. COMMISSION UPDATES

A. NEW ARTS INTERN MEET AND GREET

Heather introduced to the Arts Commission, Joel Aguilar, the Customer Relations Manager, who focuses on front facing and customer experience aspects of the Public Affairs Department, such as supervising the CRA's, as well as the Volunteer Program, the Arts Program, and others. Joel briefly introduced the newly opening Children's Play Area will have a ribbon cutting ceremony on Thursday, stating that it was one of his long-term projects. Joel

also noted that one of the things he really has to sell is trying to advocate for bumping the budget for the arts, which he recently received pushback on, in regards to artists stipends.

Vice Chair Payan brought up the suggestion to encourage more collaboration and advertising with the airport vendors in order to generate more reach for the Arts program and additional venue for the airport. Joel then explained that in order to synergize with existing vendors, there would have to be a series of collaboration with various individuals across different departments to make that happen, as well as the need for a certain level of consistency across all collaborations.

Joel then brought up his proposal for the Art Program to have it's own social media account. It would require Eric, the Deputy Airport Director, and AnnaSophia, the PIO (Public Information Officer) to approve this proposal, and further discussions would be necessary to determine social media guidelines for how posting and approval for posts would work. All of the Commissioners voiced their support for this idea. Vice Chair Payan even asked if the Commission could pass a motion to make this happen. And Joel shared that he believed that it was likely to be approved, as Eric often takes into consideration how the Arts Commissioners feel and what their proposals are.

Another suggestion, for exposure, was to find a way to connect the Destination Gallery to actual visitors and destinations, which Commission Petrella believes would increase visibility of the Arts and the airport. She also asked about the possibility of curator tours that would look like 5 visitors at a time for a guided tour from Heather. Heather responded that it would be more beneficial/efficient if people went through the OC Airpass, to which Joel added that there would be possibilities of operational impacts if too large of a group, especially planned, came to visit through that method. Vice Chair Payan also suggested a quarterly invitation to the supervisors' offices, which invited the idea of an internal staff tour, so that people who worked outside of the Terminal can see what exhibitions/events are going on. As an added benefit, everyone is already badged, so it makes the security aspect easier.

Commissioner Petrella then pivoted the conversation to ask about the progress of the foam boards up by the baggage claim area. Heather updated the Commission that they were still in communication with the printing company about what materials are best for display. Joel clarified that the boards can be removed so that the displayed materials can go directly on the wall, leading to Heather suggesting simple snap frames and/or heavyweight paper.

After refocusing the conversation, there was a brief introduction of Heather's new intern, Michelle Lai. Heather shared how Michelle had already had such a positive impact on the program – sharing that her assistance with everything from preparing data and information to simply handing over tools during installation had truly changed the workflow significantly. Michelle then briefly spoke about herself and her experience in the arts, with vending at craft fairs, and her interested in arts admin, design, and potential social media content creation.

B. HMOC PRESS CONFERENCE

Heather reminded the Commission that the press event for the Heritage Museum of Orange County exhibition ribbon cutting is happening on March 5, 2025 at 11:00 AM. Pointing out that this overlaps with the next Commission meeting. After some deliberation, the Commission agreed to reschedule the next meeting to the following Wednesday instead. The next meeting will officially be rescheduled to March 12, 2025 at 9:30 AM.

C. CHAIR LE'S PROPOSED LITTLE SAIGON EXHIBITION OVERVIEW

Chair Le's first order of business was to rename the exhibition to "A Little Saigon Story" to better convey the overall tone of the show. To remind the Commissioners, this exhibition is meant to recognize the 50

years of Vietnamese refugee/asylum in Orange County. Joel then brought up the sensitive nature of too heavily 'favoring' one district over another in the Destination Gallery, thus introducing into the conversation to the idea of expanding this exhibition idea to be a precedent for the Destination Gallery, to highlight of the different districts annually. Heather then shared that this is already being consciously considered and did not believe that it needed to be more intentional, citing that this exhibit was to mark a significant cultural milestone for all of Orange County. Heather and Chair Le then brainstormed with the group that for "A Little Saigon Story," that the themes of each of the display cases really needed to be determined sooner rather than later, to get a head start on this September exhibition. Heather then proposed to compile this information on a live Google Doc, for individual Commissioners would be assigned "homework," and for the exhibition to be agendized every month.

D. BRIEF SUPERVISOR NEWSLETTER

Staff updated the Commission that Heather needs to discuss with Marissa what the guidelines for a supervisor newsletter would look like so that the language, content, and themes are in sync with the JWA vision. Commissioner Petrella asks if a Youtube channel was possible, but it was suggested to keep video content to embedded videos so that foot traffic stays within the JWA official website. Besides format and presentation, Heather will help putting together the newsletter, although distribution to supervisors, friends, family, etc, will be up to the Commissioners. It was discussed that this newsletter should be fine as long as it's distributed under the notion that it is not speaking on behalf of the airport, but rather from the Commissioners themselves. Some suggestions for the newsletter included, but is not limited to: personalizing the newsletter with quotes from the Commissioners, quarterly updates in addition to the previous conversation about marketing and documentation, and general, but uniform, information..

Separately, it was pointed out that Commissioner Hernandez did not show up for this meeting, and Staff was unsure as to whether or not she will return, as she might be resigning. Heather resolved to reach out to her and find out.

3. PROGRAM UPDATES

Due to time constraints, the Arts Commission briefly reviewed a few important exhibition updates. Heather pointed out that several exhibition dates had changed, with exact dates provided within the agenda, because of the pending repairs to the Vi Smith Galleries. Terminal C's gallery still needs to be converted to LEDs, while Terminal A's gallery has several cases with broken glass that are planning on being replaced. Heather shared that they had rearranged some of the exhibition dates to try to anticipate and accommodate these repairs. To try to plan ahead, for the upcoming exhibition, "Main Character Energy," Heather will be enlarging large images of comic book strips for several of the damaged cases.

4. UPCOMING EXHIBITIONS/ CONSIDERATION OF FUTURE EXHIBITIONS

This section was skipped for the sake of time, with Commissioners all acknowledging that they were familiar with the upcoming exhibition concepts.

5. CURRENT EXHIBITIONS

This section was skipped for the sake of time, with Commissioners all acknowledging that they were familiar with the state of all current exhibitions.

6. ADDITIONAL BUSINESS

Other Business – None
Items of Interest from the Public – None

7. ADJOURNMENT OF PUBLIC MEETING Chair Le adjourned the meeting at 11:32 a.m.

Respectfully submitted,
Heather Bowling