



Long Beach Aquatics Fundraising and Belmont Shore Pool Renovation Ideas

Presented by Debby McCormick



ACOA Mission Statement

“Our goals are to communicate and promote Long Beach as an aquatic destination for business, education and sports on a local, national and international basis.”



Purpose:

Raise funds for aquatic teams having contracts with the City of Long Beach at the Belmont Pool:

Long Beach Swim Club

Shore Aquatics and

McCormick Divers

Objectives:



- Long Beach Aquatics Promotional T-Shirt to include logos from swimming, diving, water polo, and ACOA
- Proposed logo design by Starla Cortopassi.

STARLA CORTOPASSI

Awards:

- CSULB-Deans List: California State University at Long Beach
- Del Mar Fair-Student Showcase 2011: Best of Class, Best of Show-InDesign Document (Newsletter)
- Best of Class Motion Graphics, and Best of Class logo
- Del Mar Fair-Student Showcase 2013: Best of Class, Best of Show-Screen Printing serigraph "Twenty One" 17 x 24, 8 color poster. This serigraph also won local awards from: Coastal Supply Co., Santee, CA and from The California Graphic Arts Education Association San Gabriel, CA
- "Daddy's Old Caddy" screened shirt in four color process won Best of Class.
- CSULB-Outstanding Graphic Design Award: Address Book page design and print
- Orange County Advertisers Association Award: Carousel Poster (serigraph)
- American Corporate Identity Awards: Two logos; Starla Cortopassi Design and Dr. Stratton OBGYN Mammoth Mountain 2006, 2007, and 2008 Black Diamond Service Award recipient
- Mammoth Ski and Snowboard Education "Coach of the Year Award": 2007 Mammoth Mountain Jr. Ski Team

Designs:

Logo Identities:

The City of Long Beach-Community Development, Auditors Dept., Local Development Corporation, Private Industry Council, Fire Dept. Long Beach Airport, Graffiti Removal Program, Aids Awareness, Mammoth Lakes, CA: Dave McCoy Invitational Ski Race and Dave McCoy logotype, Disabled Sports Eastern Sierra, Mammoth Pacific Geothermal, Spencer Riffle Memorial symbol, Mammoth Middle School, Mammoth Storm Soccer, Mammoth Lakes Swim Team, Eastern Sierra Kids, David Mannerter Construction, Eastern Sierra Tri Club, and McCormick Divers.

- Packaging design: Ghirdelli Chocolates, Hunt Wesson Foods, Nature Valley, Baskin Robbins food products as well a toy packaging.
- Sign Designs: Myers and Associates Physical Therapy, Disabled Sports Eastern Sierra, Mammoth Middle School Mascot, Mammoth Pacific Geothermal Plant, Kiss a Cow Studios.

Designs continued:

- Apparel designs for, McCormick Divers in Long Beach, Mammoth Ski Education Foundation, Mammoth Mountain Ski Area, Kittredge Sports, Mammoth Lakes Swim Team, Middle School, Olympic Academy Charter School, Elementary School, Ski Team, Crowley Christian School, and several shirt designs and logos for various clients.
 - Book Cover design for Alice Vieira PhD., (front and back) IMDB various for short films.
 - Other designs including restaurant menus and wine labels, Mammoth Mountain Ski Area bus posters, theater advertising slides, and posters for the June Mountain Tube Park and Sierra Star Golf Course.
 - Volunteer organizer/advisor for the Mammoth Charter School yearbook, 2005, and 2006
 - Created printed material including concept design, thumbnail sketches, layout and copy organization. I took the projects from client presentation meetings through the print production process. I managed the printing process including RFP, printer selection, proof approval, press inspection and the delivery of the final printed product. I have managed other freelance designers and illustrators.
 - Designed Posters for horror films featuring author, John Landis, logos, annual reports, Mammoth Menus Magazine, Mammoth Real Estate Magazine.
 - Corporate Identity, banners, brochures, bus and building signage and booklets for The City of Long Beach, Belmont Shores Day Care Center, Long Beach Aids Prevention Program, L.A. Craft and Folk Art Museum, Long Beach Harbor Container Corporation, City of Fullerton, City of Pasadena,
- Experience creating layouts and designs for logos, brochures, flyers, computer graphics applications, special events, and visual ad graphics for the web. Software applications include: Adobe Creative Suite CS5.5 and earlier versions of the Adobe Creative Suite, including: Photoshop, InDesign, Illustrator, Dreamweaver and Acrobat, on both PC and MAC platforms.
- Video editing using Final Cut Pro, and motion graphics with Adobe Flash and After Effects.
- Quark Express, MS Office, and Corel Draw in the past.
- Screen printing on paper and textiles commercially on both automatic and manual presses.

Save Long Beach Aquatics History – Pool Tile Re-purpose Project

Preserve pool tiles and aspects of the existing Belmont Pool and facilities during demolition. Include pictures on the walls to be repurposed and incorporated into the new facilities. These could be part of the new entry; a fountain and/or mural.



Rationale:

- At Ohio State pieces of the pool were auctioned off. Bricks and tiles were cut into small pieces, with felt put on the bottom and made into paperweights or plaques. It was a huge success.
- Belmont tiles could be auctioned or sold, then signed by anyone who swam competed or trained at Belmont between 1968-2013.
- Combining contacts in swimming, diving and water polo we could get the support and help from former Olympians.

Community Involvement

- Incorporate local youth by utilizing David Russell with the Mobile Mural Lab.
- Work with schools to help children feel vested in the new pool and the community.
- Mobile Mural Lab offers education programs by developing K-12 educational standards into a processed based learning exchange through mural painting and its historical/social significance.
- Project can take pieces of the demolished building and create artwork and incorporate these tiles or pieces into a mural of a collage of great events at Belmont.
- A collage of great athletes at Belmont; timeline era and /or a fountain could be one of those projects.

David K. Russell

Honors/ Exhibitions:

- Group Show. "SUR biennial", Rio Hondo College/ Bluebird Art House, Whittier, 2011
- Group show. "Navigating L.A.", Studio for Southern California History, Los Angeles. 2011
- Thesis Exhibition. "Field Notes", Susan Barrett Gallery, Santa Monica. 2011
- Solo Exhibition. Highlands Ranch Public Library. 2008
- Porter Hospice Art Auction Charity Event "Soup for the Soul" 2006-present
- Dean's Academic List 2000/2001, Vice President's Honor Society 2000/2001 Metropolitan State College of Denver
- University of Tulsa Senior Art Exhibition 1998
- Solo Art Exhibition. Florence, Italy. Feature Artist, Cafe S'ant Ambrogio. 1997
- Recipient of the Annual Gussman Student Art Competition Award, University of Tulsa 1996

Professional Experience:

MobileMuralLab LLC, Los Angeles, CA.
Co-Owner/ Operator. Mobile Public Art Education
2010-present, www.MobileMuralLab.com

Teaching Experience in Los Angeles 2009-present

- Implemented mural painting workshop at Pico Youth and Family Center, Santa Monica, CA
- Facilitated collaborative mural project with 80 k-6 students, Laton Elementary School, Laton, CA
 - Teacher Assistant for Integrated Learning Program at Otis College of Art and Design, 3 semesters
 - Developed art curriculum & facilitated mural project with 5th grade class at La Tijera Elementary School, Inglewood, CA
 - Facilitated mural for community garden project, 20 youth participants, Santa Ana, CA
 - Co-founder of the MobileMuralLab public art project, mural-focused art education serving communities in Los Angeles
 - Recipient of educational fellowship/ participant in Open University/ Anyang, Korea, Summer 2010

Teaching Continued:

- Guest Lecturer at UCLA, Urban Geography Course taught by Lisa Kim Davis
- Full time teaching mentor for Integrated Learning Course at Otis College of Art and Design taught by Lara Hoad
- Participant in City Planning Committee Mural Painting Ordinance Revision, public outreach project led by Tanner Blackman
- MobileMuralLab "TRACE" project at Nightingale M.S. 6 week mural painting curriculum

Ideal Wall Arts LLC. Denver, CO. Mural Painting Business 2006-2008 Owner/operator www.idealwallarts.com

ThunderRidge High School- Highlands Ranch, Colorado

A.P. Draw/ Paint/ Commercial Art Instructor (9-12) August 2004- 2008

Eldorado Elementary School- Highlands Ranch, Colorado

Elementary Art Educator (K- 6) August 2001- May 2004
(Implemented art program in new school)

Education: **Otis College of Art & Design**, Los Angeles, CA.
M.F.A. Public Practice. 2009-2011

Metropolitan State College of Denver, Denver, Co. K-12 Art Education Licensure Program. 1999-2001

University of Tulsa, Tulsa, OK. B.F.A. Painting/ Art History. 1994-1998

American Institute of Foreign Studies at Richmond College, Florence, Italy. One- year study abroad in painting, art history, and Italian language. 1996/97

Certification: Colorado Department of Education- Professional Teacher License K-12 Art Education (exp)

New Facility Artwork

Bill Anderson,
renowned watercolor
artist is interested in
painting the pool.
His signed prints
could also be sold or
auctioned off.



BILL ANDERSON

EXHIBITIONS:

- 2011 Group exhibit, "Dynamic Duos", Schroeder Studio Gallery, Orange, CA, Anderson/Zornes, Setton/Fukuhara
- 2011 Group exhibit, APC Fine Arts Gallery, Torrance, CA, "Portraits", Anguiano, Anderson, Libbrecht, Zornes
- 2010 Group exhibit, CCAA Museum, Rancho Cucamonga, CA, "Outside The Box", Abstract/Non-objective
- 2009 Solo exhibit, Anderson Art Gallery, Sunset Beach, CA, "Huntington Beach 100th Anniversary"
- 2009 Group exhibit, Millard Sheets Gallery, Fairplex, L.A. County Fair, Pomona, CA, exhibitor, demonstrator
- 2008 19th St. Gallery, Costa Mesa, CA, "Two Artists From Minnesota" John Salminen & Bill Anderson
- 2008 Fine Arts Graphics & Gallery, Torrance, CA, "Three Generations", Zornes, Libbrecht, Anderson
- 2007 Solo exhibit, CCAA Museum, Rancho Cucamonga, "Bill Anderson Retrospective"
- 2007 Solo exhibit, Joint Forces Training Military Base, Los Alamitos, CA, "Heritage Series"
- 2006 Ontario Museum, Ontario, CA, "Two Person Exhibit", Bill Anderson & Milford Zornes
- 2006 Permanent Collection, Group, Vincent Price Museum, L.A., "Tom Sillimans Favorite Works"
- 2005 Anderson Art Gallery, Sunset Beach, CA, "420 Years of Artistic Experience", Hitchcock, Fukuhara, Anguiano, Zornes, Anderson
- 2004-05! Millard Sheets Gallery, Fairplex, Pomona, CA, "Bill Anderson & Milford Zornes"
- 2004 Ontario Museum, Ontario, CA, "Bill Anderson & Milford Zornes"
- 2003 Kings County Art Center, Hanford, CA, "Bill Anderson, Raul Anguiano, Milford Zornes"
- 2003 Minnesota State University at Mankato, Minnesota, Sports Mural installed in the Taylor Sports Arena
- 2001-02 Mural at East Los Angeles College with Raul Anguiano, "History of 20th Century Mexican Art"
- 2001 Tamayo's, East Los Angeles, CA, Cora, Casteneda, Hitchcock, Anguiano, Zornes, Anderson
- 1999 Cruze Gallery, Santa Ana, CA, "A Meeting of 4 Maestros", Anguiano, Casteneda, Cora, Anderson
- 1996 Luckman Fine Arts Center, Cal State University L.A., Howard Hitchcock, Al Porter, Tony Sheets, Robert E. Wood, Milford Zornes, Bill Anderson
- 1994 Group exhibit, National Museum of Watercolor, Mexico City, "Biennial International Watercolor Exhibit"

EXHIBITIONS continued:

- 1993 National Watercolor Museum, Mexico City, "5 California Artists", Morgan, Clemans, Pontrelli, Hitchcock, Anderson
- 1990 Solo exhibit, Minnesota State University at Mankato
- 1990 Group exhibit, Conejo Valley Art Museum, Thousand Oaks, CA, "The Year of The Horse"
- 1984 Group exhibit, Huntington Beach Cultural Center, "Olympic International Artist Exchange, Mexico and California"
- 1983 Group exhibit, Museum of Modern Art, Guadalajara, Mexico
- 1982 Solo exhibit, Lodi Art Gallery, Pasadena, CA
- 1981 Solo exhibit, UCLA International Student Center, L.A. CA,
- 1981 Solo exhibit, Galeria Coyoacan, Mexico City
- 1980 Group exhibit, Palm Desert Museum, Palm Springs, CA "Artists of California"
- 1977 Solo exhibit, Art & Frame Co. Huntington Beach, CA
- 1963 Group exhibit, Minnesota State University at Mankato

HONORS:

- 1993-2012 Who's Who in American Art
- 2000-2012 Who's Who Among American Teachers
- 2006-2010 Who's Who in America
- 1986 Outstanding Artist of the Year, Huntington Beach
- 1977 Outstanding Teacher of the Year, Anaheim Union H.S. District

COLLECTIONS:

- Vincent Price Museum, L.A., CA
- Bowers Museum, Santa Ana, CA
- Museo Estampa, Mexico City
- Museo National De La Acuarela, Coyoacan, Mexico City
- Minnesota State University at Mankato, Minnesota
- Carneige Art Museum, Oxnard, CA
- Bergstrom Art Center, Neenah, Wisconsin
- Joint Forces Military Base, Los Alamitos, CA
- Museum of History and Art, Ontario, CA
- CCAA Museum, Ontario, CA

PUBLICATIONS:

- Book: The Work of Bill Anderson
- Nine Decades of a Master, Milford Zornes
- History of California Watercolor 1850-1970
- Sierra Heritage Magazine Illustrator, 2007-2013.....also, "Gold Rush Glimpses III Book", 2010



Belmont Plaza Pool Anthology

- There is interest in having a book written on the history of the pool with a collection of memoirs of the great events and athletes who competed or trained at Belmont over the years.
- The book to include swimming, diving and water polo and would be a joint effort for Long Beach Aquatics.
- Bill Anderson has offered to illustrate if the book comes to fruition.

SUGGESTIONS FOR NEW AQUATICS CENTER

- Restaurant and see-through observation deck on level above the pool. It would have an aquatic theme incorporating all aquatic sports including rowing, sailing, power boating, waterskiing, etc.
- Suggestions for names for the restaurant and the bar could be: “The Dive,” “Splash,” “Top of the Belmont,” or “Waterworks.”
- Weddings, proms, and any type of reception could be held in the new restaurant. This would create jobs and bring money into the City.
- There should be a gift/aquatics shop within the site.
- This is the ideal spot to showcase the Aquatic Hall of Fame.



ONGOING FUNDRAISING IDEAS


- Could have fundraising nights in which Long Beach athletic teams sell dinners and serve them. A percentage would go to each team.
- Starla to design the menus to make them unique and fun!



Future Ideas:

- Start an endowment fund
- Perpetual scholarships

Thank you

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