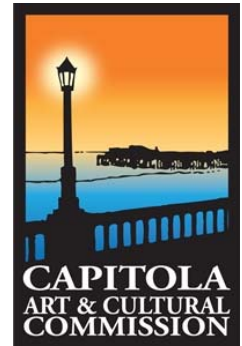


City of Capitola

Art & Cultural Commission

Sunday, January 28, 2024 – 10:00 AM

Commissioner Cahalen's Residence
110 Washburn Ave
Capitola CA 95010



Chair: Roy Johnson

Vice Chair: Laurie Hill

Commissioners: Mario Beltramo, Mary Beth Cahalen, Courtney Christiansen, Joe Clarke, Jennifer Major, James Wallace, Artist Vacant Seat

Staff Representatives: Nikki Bryant LeBlond & Kelly Barreto

1. Call to Order

2. **Public Oral Communication:** *Public Oral Communication allows members of the public to address the Commission on any Program Report or topics within the purview of the Commission not on the General Business agenda.*

3. **General Business:** *All items listed in General Business are intended to provide an opportunity for public discussion. The following procedure pertains to each General Business item 1) Staff explanation; 2) Commission Questions; 3) Public Comment; 4) Commission deliberation; 5) Decision.*

- a. **2024 Art & Cultural program goals and budget:** *Receive staff report on FY 23/24 Art & Cultural programs and recommend FY 24/25 programs for staff budget analysis and Council consideration.*
- b. **FY 24/25 Public Art projects:** *Receive staff report on FY 23/24 Public Art projects and recommend FY 24/25 Public Art projects for Council Consideration.*
- c. **Public Art maintenance goals and budget:** *Receive staff report and recommend FY 24/25 Public Art maintenance goals for Council consideration.*
- d. **Banner project feasibility:** *Receive staff report on scope of Art & Cultural Commission and provide direction.*

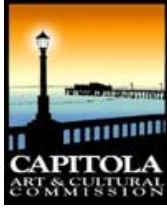
4. Adjournment

Agenda and agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website:

www.cityofcapitola.org on Friday prior to the Tuesday meeting. If you need additional information, please contact the City Hall Department at (831) 475-7300

American with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individual with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodation to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at (831) 475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal shall set forth appellant's name, phone number, address to which notices may be sent to the appellant, and the grounds upon which the appeal is made.



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF January 28, 2024

FROM: Staff
DATE: January 18, 2024
SUBJECT: Programs Report and FY 24/25 Goals

Recommended Action: Receive staff report on FY 23/24 Art & Cultural Programs and recommend FY 24/25 programs for staff budget analysis and Council consideration.

BACKGROUND

Chapter 2.56 established the Art & Cultural Commission whose responsibilities are to advise the Council to the allocation of public art funds and in February of each year, prepare for Council review an assessment of and recommend for approval, the art and cultural commission goals plans and objectives for the next fiscal year.

The Commission produces four regular programs annually: Wednesday night Twilight Concerts, Art at the Beach, Movies at the Beach and Plein Air. The Twilight Concerts operate on Wednesday from June through August. The summer of 2023 hosted 12 musical performances from a variety of genres. Twilight Concerts have an annual sponsorship goal budgeted at \$25,000 and has additional revenue from promotional merchandise sales during the event of about \$2,500. Twilight Concert expenses are estimated at \$37,979 which includes staff wages, contracts and supplies.

The Art at the Beach, a vendor art show, operates on Sundays in Esplanade Park. Summer 2023 hosted 3 three standard events each hosting thirteen artist vendors, providing a variety of mediums, selected by a contracted Program Coordinator. The Commission elected to reprogram the budgeted forth show as a cultural theme event with the support of a stakeholder non-profit promoted as Ukrainian Art in the Park. Art at the Beach annual income is budgeted as \$2,000. Expenses are budgeted at \$7,000 which includes contractor and supplies with a \$10,000 budget for bands at the event. Music has not been a part of this event since before the COVID-19 pandemic.

Movies at the Beach, family focused movies held at the bandstand, operate at the end of the summer season on Fridays. The summer of 2023 hosted 2 movies. Movies at the Beach annual sponsorship goal is budgeted at \$2,000. Expenses are budgeted at approximately \$5,020 which includes staff time, contracts and supplies.

Capitola Plein Air is a juried competition, exhibition and sale that operates at the beginning of November. Winning art pieces are purchased by the City with funds from the Public Art Fund. Plein Air has an annual sponsorship goal budgeted at \$3,000 and has additional revenue from registration fees and artwork sales during the event of approximately \$24,000. Plein Air expenses are estimated at \$25,000 which includes staff wages, contracts and supplies.

DISCUSSION

The FY23/24 Art & Cultural programs budget was planned with a revenue total of \$31,000 and an expense total of \$69,644. Art & Cultural programs are General Fund expenses and program

activity is supported by the general fund at \$38,644. Capitola Plein Air was not incorporated into the FY 23/24 budget due to operating adjustments but will be included in the FY 25/24 budget. It is estimated that this will adjust revenue and expenses by approximately \$25,000 for each.

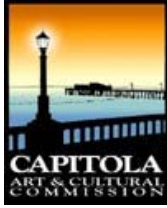
The “Movies at the Beach” is a well-established program event provided by the Art & Cultural Commission during the end of the summer season. Staff coordinate the majority of the event and engage with the Committee regarding the movie selections. The current level of Committee activity is not consistent with the bylaws. Committees shall be composed of no fewer than two (2) and not more than three (3) commissioners. Additionally, the Art & Cultural Commission Chapter 2.56.040 details that committees shall report to the Commission on no less than a quarterly basis. Commissioner Cahalen serves as the committee chair and two seats are currently open.

At the October 2023 meeting, Vice Chair Hill requested a staff analysis of the Movies at the Beach program. The family focused program, serving families with children ages three to ten, varies in attendance as influenced by weather. The banner display is often in competition with other local events and occurs at the beginning of the Fall event season. Staff recommends hosting a Movies at the Beach program for FY 24/25 and doing focused community engagement to determine if the event continues to serve community needs. Additionally, staff recommends termination of the Movies at the Beach committee and focus any commissioner volunteer efforts on the community engagement process.

FISCAL IMPACT Staff recommends offering all programs as operated for the FY 23/24 budget with minimal changes and no program additions. Staff will do a budget analysis for any recommended programs for FY 24/25 and present the budget to City Council for Budget Goals meeting and Budget planning.

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF January 28, 2024

FROM: Staff
DATE: January 18, 2024
SUBJECT: Public Art Projects FY 24/25

Recommended Action: Receive staff report on FY 23/24 Public Art Projects and recommend FY 24/25 Public Art Projects for Council consideration.

BACKGROUND

Chapter 2.58 Public Art Programs establishes a Public Art Fund from which the City enhances the cultural and aesthetic environment of the city, to encourage creativity and the appreciation of the arts and our cultural heritage. The Public Art Fund is a noninterest-bearing account in which deposits are made from construction projects as defined and having a total construction cost of two hundred and fifty thousand or more in which a developer can set aside two percent of the project cost to incorporate art into the project or deposit one percent into the Public Art Fund. Chapter 2.56 established the Art & Cultural Commission whose responsibilities are to advise the Council to the allocation of public art funds and in February of each year, prepare for Council review an assessment of and recommend for approval, the art and cultural commission goals plans and objectives for the next fiscal year.

DISCUSSION

The City completed installation of one Public Art project, The Tree Stump, in FY 23/24. This project uses approximately \$3,328 of the fund.

There are 3 projects that are currently in committee. The Monterey Railing Project has a budget of \$50,000 and for the FY 23/24 budget expenditures of \$1,500. The Begonia Festival Commemorative project with a budget of \$20,000 and for the FY 23/24 budget expenditures of \$1,500. The Portland Loo project will be funded by the Wharf Rehabilitation Project.

The Commission should consider the current projects for FY 24/25, what should be recommend to continue in the budget and any new projects the Commission would like to work on for the upcoming fiscal year.

FISCAL IMPACT The Public Art Fund currently has a balance of \$159,955 and the commission has approximately \$75,500 committed to current projects and the FY 23/24 Budget has \$69,100 remaining.

ATTACHMENT

1. Public Art Fund FY 23/24 expenditure report.

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Accumulated Transaction List

G/L Date Range 07/01/23 - 01

Include Sub Ledger

Exclude Accounts with No.

G/L Date	Journal	Journal Type	Sub Ledger	Description/Project	Source	Reference	Debit Amount	Credit Amount	Actual
G/L Account Number 1315-00-00-000-4370.203 CS-Other, Events & Tourism Art in public places							Balance To Date:		
07/13/2023	2023-00001015	JE	AP	A/P Invoice Entry	Accounts Payable		500.00		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>
271	GEOFFREY NELSONART			Maquette for Begonia commemorative	07/13/2023	Check	103847	500.00	500.00
							Total	\$500.00	\$500.00
07/14/2023	2024-00000059	JE	AP	A/P Invoice Entry	Accounts Payable		500.00		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>
07142023	ADRIAN LITMAN ART & DESIGN			3 Maquette design proposals	07/14/2023	Check	103906	500.00	500.00
							Total	\$500.00	\$500.00
07/24/2023	2024-00000059	JE	AP	A/P Invoice Entry	Accounts Payable		500.00		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>
1587	LEANORA DE WIT			Design & Concept work - maquette Begonia	07/24/2023	Check	103956	500.00	500.00
							Total	\$500.00	\$500.00
Month July 2023 Totals							\$1,500.00	\$0.00	
08/09/2023	2024-00000126	JE	AP	A/P Invoice Entry	Accounts Payable		500.00		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>
INV066	BRUCE HARMAN			Prepare comprehensive presentation for	08/09/2023	Check	104026	500.00	500.00
							Total	\$500.00	\$500.00
08/17/2023	2024-00000169	JE	AP	A/P Invoice Entry	Accounts Payable		500.00		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>
2023.07	PETER GOLDLUST			Monterey Avenue Railing Art Project Stipend	08/17/2023	Check	104198	500.00	500.00
							Total	\$500.00	\$500.00
08/21/2023	2024-00000169	JE	AP	A/P Invoice Entry	Accounts Payable		500.00		
<i>Invoice Number</i>	<i>Vendor</i>			<i>Description</i>	<i>Invoice Date</i>	<i>Payment Type</i>	<i>Payment Number</i>	<i>Amount</i>	<i>Dist. Amount</i>
9258	THE MOUNTAIN FORGE INC			Monterey Avenue Railing Art Project Stipend	08/21/2023	Check	104222	500.00	500.00
							Total	\$500.00	\$500.00
08/24/2023	2024-00000169	JE	AP	A/P Invoice Entry	Accounts Payable		2,750.00		



Accumulated Transaction List

G/L Date Range 07/01/23 - 01

Include Sub Ledger

Exclude Accounts with No .

Invoice Number	Vendor	Description	Invoice Date	Payment Type	Payment Number	Amount	Dist. Amount
CCFIN	ANTHONY MAY	Tree stump art - Final installment	08/24/2023	Check	104342	2,750.00	2,750.00
Total						\$2,750.00	\$2,750.00

Month **August 2023** Totals \$4,250.00 \$0.00

Account **CS-Other, Events & Tourism Art in public places** Totals \$5,750.00 \$0.00

G/L Account Number **1315-00-00-000-4450.500 Supplies General supplies**

Balance To Date:

08/14/2023 2024-00000168 JE AP A/P Invoice Entry Accounts Payable 257.56

Invoice Number	Vendor	Description	Invoice Date	Payment Type	Payment Number	Amount	Dist. Amount
CS081423	COOPER SANDEN	Reimbursement for art project	08/14/2023	Check	104152	257.56	257.56
Total						\$257.56	\$257.56

08/16/2023 2024-00000168 JE AP A/P Invoice Entry Accounts Payable 321.04

Invoice Number	Vendor	Description	Invoice Date	Payment Type	Payment Number	Amount	Dist. Amount
4031210	HOME DEPOT CREDIT SERVICES	Cloth, tape, recovery strap, buckets, screws,	08/16/2023	Check	104171	321.04	321.04
Total						\$321.04	\$321.04

Month **August 2023** Totals \$578.60 \$0.00

Account **Supplies General supplies** Totals \$578.60 \$0.00

Sub Department **General Operations** Totals \$6,328.60 \$0.00

Department **General Operations** Totals \$6,328.60 \$0.00

Division **General Operations** Totals \$6,328.60 \$0.00

Fund **Public Art Fee Fund** Totals \$6,328.60 \$0.00

Grand Totals \$6,328.60 \$0.00

ting

1/31/24
r Detail
Activity

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\$0.00

500.00

1,000.00

1,500.00

\$1,500.00

2,000.00

2,500.00

3,000.00

5,750.00

ting

1/31/24
r Detail
Activity

\$5,750.00

\$5,750.00

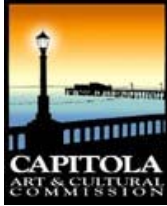
\$0.00

257.56

578.60

\$578.60

\$578.60



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF January 28, 2024

FROM: Staff
DATE: January 19, 2024
SUBJECT: Public Art Maintenance Goals FY 24/25

Recommended Action: Receive staff report and recommend FY 24/25 Public Art maintenance goals for Council consideration.

BACKGROUND

Chapter 2.58 Public Art Programs establishes a Public Art Fund from which the City enhances the cultural and aesthetic environment of the city, to encourage creativity and the appreciation of the arts and our cultural heritage. The Public Art fund chapter 2.58.140 Program administration section B details that routine and preventative maintenance of works of art shall be funded by the City Council and performed by the Public Works Department under the guidance of the art and cultural commission. As part of the annual budget process the art and cultural commission shall submit request for non-routine and restorative maintenance, as well as other curatorial services.

DISCUSSION

The City's public art collection comprises valuable works of art that require proper management. Acquiring artwork comes with the responsibility and commitment to preserving its intended condition for public enjoyment.

A comprehensive inventory of all public art in the City, is being developed, however there is limited documentation that exists regarding the maintenance procedures for each piece. To ensure adequate budgeting for art maintenance and maximize the lifespan of these artworks, Staff is developing a public art maintenance process. This process would involve the participation of Staff, the Commission, artists, and potentially the community or contracted individuals. As part of the annual budget development the Art & Cultural Commission should consider existing public art and develop a maintenance schedule or request a specific project be budgeted for maintenance.

FISCAL IMPACT The Director of Public Works recommends maintenance of public art budget not to exceed \$5,000.

ATTACHMENT

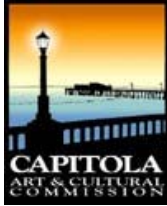
1. Public Art Record and Maintenance

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager

Art and Cultural Commission Public Art Projects

IN PROGRESS	Location	Cost/Funding	Description	Complete(d) by
Washburn and Park tiles	Retaining wall at Washburn and Park	School District ELOP & Public Art?	School District partnership for tiles installed on the retaining wall at Washburn and Park.	2025
Begonia Commemerative	Landscaping at corner of Wharf Rd and Stockton	20k from Public Art Fund and \$20k from Beach Festive	Commemerative Art concept to memorialize the Begonia Festive	2025
Monterey Railing	Walkway railing ablove Monterey Ave	\$50k from Public Art Fund	Decoarte the existing walkway railing above Monterey Ave toward the Village	2025
Portland Loo	Wharf	Public Works Project	vinal wrap or other medium to cover exterior of new Portland Loo instlation as part of Wharf Rehab project	2025
Rispin Mansion Garden	Rispin Grounds	Public Works Project	Design of Gardens and landscaping at Rispin Mansion	2015
Community Center Remodel		TBD	Project might include a public art location	TBD
Treasure Cove Playground at Jade St Park		TBD	Project might include a public art location	TBD
Completed Projects	Location	Cost/Funding	Description	Complete(d) by
Medallion	plaza in front of the bandstand	20,000	bronze medallion in the Village - Bandstand	June, 2008

Seawall Tiles	on the north side of the seawall and the palm tree wall	adopt a tile	individuals buy tiles and paint and City installs	August, 2008
Sign Program	Signs leading from parking lot to Village (including art in stairwell) and at Quality Market	15,000	call for artists to design sign concept, creation and installation of signs	August, 2008
Seawall Tile Art Book	n/a	book price	create a book with photos of the seawall tiles and some of the stories behind the tiles; cover is a panorama of folks standing on the wall	December, 2008
Utility Box Art	Capitola Road, 41st Avenue and Clares	\$5,000; art fund	paint city-owned utility boxes	November, 2009
Bay Ave. Tile Mural	Bay Ave	7,000	Tiles painted by New Brighton Middle School	October 1, 2011
41st Avenue Median Art	on 41st Avenue between Clares and Brommer Streets	art fund \$230,000	Group of statues/artwork in the median	Completed:
Wharf Road Mural	west side retaining wall	\$28,000; art fund	mural along the retaining wall	November, 2010



Item #: 3.d

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF January 28, 2024

FROM: Staff
DATE: January 22, 2024
SUBJECT: Village Decoration Policy: Banner Project

RECOMMENDED ACTION: Receive staff report scope of Art & Cultural Commission and provide direction.

BACKGROUND

In May of 2019, City Council implemented Administrative Policy V-16 Village Streetscape Decorations. The policy outlines a process for the review and authorization of decorations placed in the Village, which includes banners hung from streetlights. The policy identifies the review procedure to begin with the Public Works Department, who will then route City Manager or City Council for approval. The policy prohibits banners that would advertise any specific business or product. All new proposed banners must be approved by the City Council.

The Art & Cultural Commission established a committee which consists of Chair Johnson, Vice Chair Hill and Commissioner Cahalen to explore the process of banner approval and identify artwork for the Village.

DISCUSSION

Chapter 2.58.020 defines a Professional Artist or Artwork as a person who has established a reputation of artistic excellence. A streetlight banner could fall under the eligible artwork definition F.4 Furnishings or fixtures, including but not limited to gates, railings, streetlights, signs, seating, if artist created as unique elements or limited editions. Ineligible artwork relevant to streetlight banners is defined as Art objects that are mass produced or of standard manufacture unless incorporated into an artwork by a project artist.

Chapter 2.56.005 Duties outlines a duty of the Art and Cultural Commission as to advise the city council concerning the interpretation and implementation of the city's established policies and practices, including the art and cultural master plan as they relate to the art and cultural commission's objectives.

FISCAL IMPACT

Unknown Fiscal Impact

ATTACHMENT

V-16 Village Streetscape Decorations

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



ADMINISTRATIVE POLICY

Number: V-16
Issued: 5/9/19

Jurisdiction: City Council

VILLAGE STREETScape DECORATIONS

I. PURPOSE

The purpose of this policy is to provide a process for the review and authorization of decorations placed in public spaces within Capitola Village. Decorations may include tree lighting, banners hung from streetlights, and any temporary placement of decorative items such as a seasonal décor or holiday celebrations.

This policy is intended to regulate the placement of decorations independent from approved Special Events. Any decorations proposed as part of a Special Event shall be reviewed and approved through the Special Event process.

For the sole purpose of this policy, the term “Village streetscape” includes all public road rights-of-way in the CV (Central Village) zoning district including streets, sidewalks, green belts (Lawn Way), and Esplanade Park.

II. POLICY

All proposals for the installation or placement of decorations shall be submitted to the Public Works Department a minimum of sixty (60) days prior to the desired date of installation. All proposals will be reviewed by Public Works staff who will consult with other City departments as needed.

Village streetscape decorations must promote the Village or City. Decorations cannot advertise any specific business or product.

All new proposed Village decorations must be approved by the City Council. Applicants are advised not to purchase any decorations until City approval is granted.

Previously approved Village decorations may be approved by the City Manager provided the City Manager can make all of the following findings:

1. The decorations were previously approved by the City Council.
2. The decorations were installed the previous year.
3. There are no significant modifications or variations to the decorations as compared to prior years.
4. There were no major issues with the decorations in recent prior years.
5. The decorations, as proposed, can function safely.
6. The decorations will not cause undue interference with previously approved or ongoing activities, construction, road maintenance, public transit systems, or traffic.
7. The decorations provide a benefit to the Village or City.

If the City Manager cannot make the above findings, the proposal shall be denied, or the City Manager may refer the proposal to the City Council. The City Manager's approval/denial of a decorating proposal is appealable to the City Council. All appeals must be made pursuant to Chapter 2.52 of the Capitola Municipal Code.

The City Manager may refer any recurring decorating proposal to the City Council for consideration. Any Council Member may require that any recurring decorating plan be brought to the City Council for consideration by making such a request prior to the City Manager's approval.

III. INSURANCE

All entities installing decorations on Village streetscape must provide proof of general liability insurance that names the City of Capitola as an additional insured. Insurance coverage must be maintained for the duration that the decorations are installed. The insurance requirements shall meet the levels stipulated in the most current contract between the City and the Capitola Village and Wharf Business Improvement Association

IV. INSTALLATION

Installation of all decorations must be coordinated with the Department of Public Works.

All decorations to be installed by the City must be delivered to the City Public Works Corporation Yard located at 430 Kennedy Drive, Capitola CA 95010 at least one (1) week prior to the installation date.

If the applicant proposes to self-install decorations, the Public Works Department must be notified 72 hours in advance of the installation date. Any corrective action to applicant-installed decoration must be remedied immediately by the applicant upon notice from the City. Failure by the applicant to take required corrective actions may result in removal of the decoration by the Public Works Department. Applicant will be charged for any costs associated with removal due to failure by the applicant to take corrective action.

The City reserves the right to remove Village streetscape decorations at any time for any or no reason.

V. PROCEDURE

- A. Submit Village Streetscape proposals to Public Works 60 days prior to desired installation. Repeat plans may be submitted 30 days in advance. Plan shall include the following:
 - 1) Description of decoration purpose and theme
 - 2) Date of installation and date of removal
 - 3) Description of decorations including:
 - a. Description of individual elements
 - b. Pictures or sketches required for all elements
 - c. Manufacturer or supplier and color of any lights
 - d. Size of elements if applicable
 - 4) Placement (use of a plan sheet is encouraged)

- 5) Insurance certificate
- B. Initial review by applicable Public Works Department
- C. Public Works will route to City Departments
- D. Approval by the City Manager or City Council
- E. Public Works Department will issue notice of approval

This policy is approved and authorized by:



Jamie Goldstein, City Manager