

CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, February 14, 2023 6:30 p.m.

Capitola City Council Chambers

420 Capitola Avenue

Commission Members

Roy Johnson - Chair

- VC

Mary Beth Cahalen

Courtney Christiansen

Laurie Hill

Kelly Mozumder

James Wallace

Peter Wilk

Joe Clarke

Staff Representatives

Kelly Barreto &

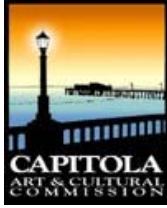
Nikki Bryant

1. Call to Order
2. Approval of Agenda-
3. Public Oral Communications-
4. Approval of Minutes – October 11, 2022
5. General Business –
 - a. Commissioner Recommendations
 - b. Merchandise Sales at Twilight Concerts
 - c. Art at the Beach Coordinator Recruitment
 - d. Village Decoration Policy: Banner Project
 - e. Tree Stump Art Project
 - f. Plein Air
 - g. Begonia Art Project
 - h. Monterey Ave Railing Project
 - i. Battle of the Bands
6. Commissioner Reports-
7. Staff Report-
8. Commissioner Communications-
9. Future Agenda Items –
10. 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.

Americans 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 individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations 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 boards' 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 February 14, 2023

FROM: STAFF
DATE: February 7, 2023
SUBJECT: Commissioner Recommendations

RECOMMENDED ACTION: Determine Commissioner Appointment recommendations to City Council for the following seats: One (1) At-Large Commissioners.

BACKGROUND

The Art & Cultural Commission consists of nine members, and at the City Council meeting held on January 12, 2023 Council reappointed Commissioner Mozumder for the Artist seat and Commissioner Johnson for the Arts Professional seat. Council made a new appointment of Peter Wilk for an At-Large Commission seat. All three Commissioners will have terms through December 31, 2024.

With these appointments one At-Large seat remains, and the City has been recruiting. The City received an application from Laura Orantes to serve as an At-large Commissioner. If appointed, the Commissioner will have term through December 31, 2024.

The Capitola Municipal Code requires that the commissioners be appointed by the City Council upon recommendation by the Art & Cultural Commission and shall serve a two-year term. According to the Bylaws, members do not need to be Capitola residents. At the September 26, 2019 City Council meeting, term limits for Commissioners were removed from the Art and Cultural Bylaws.

The Commission recommendations for appointment will be set for consideration at the February 23, 2023 City Council meeting.

FISCAL IMPACT

No fiscal impact

ATTACHMENT

Peter Wilk Application

Report Prepared By:

Nikki Bryant LeBlond
Recreation Division Manager

For the past five years I've happily lived in Capitola Village and been able to enjoy the myriad of events and activities that arrive outside my door, attracting the attention and participation of community members and visitors from all walks of life. When the pandemic coincided with the birth of my son I began to experience the community in a different way. As a mother, I became more concerned for the speed of traffic down our quiet street. I've pulled beer cans and rubbish from my small garden during busy weekends and events, but also delighted in activities that are family friendly and culturally inclusive. One of our favorite family activities is strolling our son to hear ukuleles on Sunday mornings.

The recent storms were a testament to what this community can endure and our ability to respond collectively. In addition to the stress of needing to evacuate and the impact of seeing our little beach town decimated, the literal "cherry on top" was walking from Cherry Ave. to the village and waiting as a family for President Biden's Motorcade to pass. It reminded me how special this place I call home is and how much I hope to preserve and contribute to its unique character.

I hope as a member of the Art & Cultural Commission I can bring an informed perspective to the conversation as well as a love and appreciation for arts and culture. In addition to being a native Californian, I've lived and traveled through out the world, including time spent as part of an artist collective in Berlin, Germany. I hope to bring a broad range of ideas and experience that reflect my love of art, music and culture, and contribute to my community by serving on the City of Capitola Art & Cultural Commission.



COVER SHEET CITY of CAPITOLA BOARDS AND COMMISSIONS APPLICATION (for filing in City Clerk's Office)

Citizens are encouraged to serve on the various City Boards, Committees, and Commissions. Appointments are made at a public City Council meeting.

Application for:

- | | |
|---|--|
| <input type="checkbox"/> Art & Cultural Commission
<i>[Artist; Arts Professional; At Large Member]</i>
<i>Please underline category above.</i> | <input type="checkbox"/> Architectural & Site Committee
<i>[Architect; Landscape Architect; Historian]</i>
<i>Please underline category above.</i> |
| <input type="checkbox"/> Finance Advisory Committee
<i>[Business Representative; At Large Member]</i>
<i>Please underline category above.</i> | <input type="checkbox"/> Traffic & Parking Commission
<i>[Village Resident; Village Business Owner; At Large Member]</i>
<i>Please underline category above.</i> |
| <input type="checkbox"/> Historical Museum Board | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Library Advisory Committee | <input type="checkbox"/> Other Committee _____ |

Name: _____
Last *First*

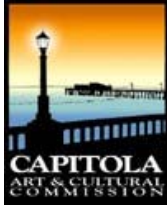
Telephone: _____
Home *Business* *Cell*

E-mail Address: _____

Physical Address of Residence: _____

Mailing Address: _____

Are you a resident of the City of Capitola? Yes No



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: Commissioner Mozumder
DATE: October 31, 2022
SUBJECT: Merchandise Sales for Twilight Concerts

Recommended Action: Discuss Merchandise Sales for Twilight Concerts and provide direction

BACKGROUND

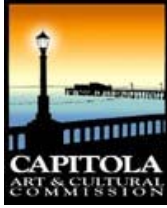
The summer events, Twilight Concerts, in past summer would sell Sweatshirts however this was interrupted due to the pandemic.

Subcommittee Commissioner Cahalen, Wallace and Mozumder.

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: Staff
DATE: October 31, 2022
SUBJECT: Art at the Beach Coordinator Recruitment

Recommended Action: Receive report and select a subcommittee

BACKGROUND

The Art at the Beach was held on 4 Sunday's this summer. There was no music for the second year in a row, however the artists were very pleased.

Leslie Fellows have served as the Program Coordinator, an independent contractor, for the Art at the Beach event for the past 17 years. At the conclusion of this season Leslie announced her retirement from the position. The Art at the Beach Program Coordinator had been compensated at a rate of \$300 per show and space commission for the number of booths at each show.

FISCAL IMPACT

None

ATTACHMENT

Leslie Fellows Report

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

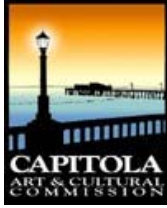
- A. Submit Village Streetscape proposals to Public Works 60 days prior to desired installation. Repeat plans may be submitted 30 days in advance. Plan shall include the following:
 - 1) Description of decoration purpose and theme
 - 2) Date of installation and date of removal
 - 3) Description of decorations 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



Item #: 5.d

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: Chair Johnson
DATE: October 31, 2022
SUBJECT: Village Decoration Policy: Banner Project

RECOMMENDED ACTION: Receive report on Administrative Policy V-16 Village Streetscape Decorations 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.

Subcommittee consists of Chair Johnson, Commissioner Hill and Commissioner Cahalen.

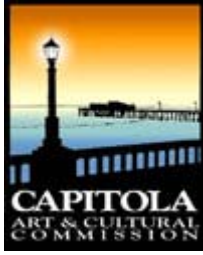
FISCAL IMPACT

Unknown Fiscal Impact

ATTACHMENT

V-16 Village Streetscape Decorations

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.e

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: Commissioner Mozumder

DATE: October 31, 2022

SUBJECT: Fallen Tree in Lower Beach and Village Lot

RECOMMENDED ACTION: Review Call to Artist submission and provide direction

BACKGROUND: During the 2019-2020 winter storms, a very large cypress tree fell in the Lower Beach and Village Parking lot. Most of the tree was removed, however the stump remains in place.

Commissioner Mozumder is the chair of the subcommittee looking at this as a public art project. The first call to artists closed on June 27th. Five applications were received. The subcommittee reviewed the applications but only one of the applications met the criteria.

At the July commission meeting the subcommittee requested that the call to artists be extended with updated requirements. The second request for proposal deadline has passed and two additional submissions were received. The complete list of submission and materials has been provided to the subcommittee who will report to the Commission.

Subcommittee consists of Commissioner Mozumder and Commissioner Cahalen

FISCAL IMPACT

The project budget is \$5,500 which is from the Public Art Fund.

ATTACHMENTS

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager

Date: January 6, 2023
To: Capitola Arts and Cultural Commission
From: Laurie Hill, Commissioner and Chair of Capitola Plein Air 2022
Subject: Capitola Plein Air 2022 Summary Notes

Capitola Plein Air (CPA) 2022, held October 31- November 6, was the 7th Plein Air event sponsored by the Capitola Arts and Cultural Commission (no CPA was held in 2020). The exhibition was held at Jade Street Community Center on Sunday Nov. 6.

CPA 2022 suffered a late planning start due to the loss of the New Brighton Middle School Auditorium for exhibition day as well as continued concerns related to the potential impact of health and funding restrictions.

Exhibition Day plans shifted to Jade Street Community Center.

Amenities from previous year CPA events returned:

- ❖ Esplanade Park Meet and Greet (Mandatory paint day for the artists) was held on Saturday Nov. 5 attracting a crowd of spectators and sharing information about the Sunday exhibition. A journalist from the Sentinel newspaper covered the event. Photographs were taken by a volunteer.
- ❖ On Exhibition Day we had live music, an all ages art activity, and food truck. Free lunch was provided for the artists and volunteers for a fixed price from the food truck . Offsite parking was arranged for the artists to increase onsite parking for attendees.
- ❖ Publicity: Posters and postcards were printed and distributed. CPA was featured on the front page of the Capitola Times publication in advance of the event. The Sentinel printed an article on Sunday morning, covering the Saturday Meet/Greet. We also purchased an ad for the event in the Open Studios catalog as well as in the Good Times newspaper.

Artist Selection: This was the second year that we skipped the on line juried show process and relied upon direct outreach to the artists.

Initially only previous Capitola Plein Air events winners were invited to participate via email. Response was slow. The invitations expanded to include artists who had emailed their interest in participating. Artists paid by check.

The event was organized and benefited from the participation of many volunteers. Capitola Recreation assigned paid staff to help coordinate the use of the Community Center, provide artist shuttle service to the offsite parking, and to assist with event breakdown.

The artists were welcomed by:

- Snacks at check in

- Shadowbrook's hosted Artist's Reception
- 20% discounts at several Capitola Village restaurants
- Four artists were hosted by two A&C commissioners.
- Free parking in the upper Village lot
- Free coffee coupon at Meet and Greet
- Exhibition Day free hot lunch
- Exhibition Day Live music provided by a string combo
- Artists' Choice and People's Choice cash awards of \$250 each
- Two Special Recognition Awards

Sales Results: The 29 participating artists in 2022 sold at least 53 paintings, with day of the exhibition sales of \$23,814.

For comparison:

- 2021: 34 artists sold 54 paintings with a day of exhibition sales of \$23,800
- 2019: 40 artists sold 25 paintings, with day of exhibition sales of \$11,000.
- 2018: 40 artists sold 35 paintings with day of exhibition sales of \$16,650.

Evaluation:

This event was very well received as indicated by the public's attendance, event sales, and artist's remarks. New artists continue to send email requests to participate in 2023.

The event day volunteers were enthusiastic. We need to engage more volunteers and improve communications in the planning stages of the event.

We should revisit the process used to invite/engage participating artists. This year resulted in a smaller, yet more diverse, group of artists.

The increased support and communication from City staff this year was very helpful.

The challenge of changing the exhibition venue was eased by the assistance of the assigned Recreation Staff. Jade Street would be a good choice for 2023.

The exhibition music group did not have a microphone for announcements. The City's current portable audio system is problematic and I request that we replace/upgrade that system.

Technical difficulties plagued the sales staff as they (again) used equipment (pads and squares) borrowed from the Chamber of Commerce. I request that the City purchase our own equipment to process credit card sales. Credit card sales equipment would also be useful for sales of proposed Commission merchandise at the Wednesday Night Concerts.

Sponsor donations remained about the same (Fairfield Marriot Suites, Best Western, and Gayles Bakery). Palace Arts returned as an inkind sponsor. Should CPA sponsors receive the same benefits as the sponsors for other A&C activities?

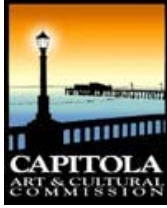
All expenses for materials and services increased this year by about 30%.

CPA would benefit from increased advertising, increased sponsorships/special recognition awards, and a more organized approach to the outreach and jurying of the participating artists.

Event results: Results can be found on the event website. Attached is an article prepared by Joe Ortiz and published by Times Publishing.

Budget Analysis: To follow.

Future: We should consider a Capitola Plein Air 2023 - depending on the status of the Village's recovery after the recent storms.



Item #: 5.f

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: Commissioner Hill

DATE: October 31, 2022

SUBJECT: Plein Air

Recommended Action: Receive Commissioner Hill's 2022 Plein Air Report

BACKGROUND

The 2022 Capitol Plein Air took place from October 31 – November 6, 2022.

Commissioner Hill serves as the Plein Air subcommittee chair.

FISCAL IMPACT

ATTACHMENT

CPA 2022 Report to Commission

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager

City of Capitola Art and Cultural Commission

Capitola Begonia Festival: Commemorative Art Project

Call to Artists

On behalf of the City of Capitola, the Capitola Art and Cultural Commission is seeking an artist or artist team to create a piece of art that both welcomes people to the Capitola Village and honors the 65 year history of the Capitola Begonia Festival. The planned project site is the north corner of Stockton Avenue and Wharf Road.

This art project is funded by a joint effort of the Capitola Beach Festival (the non-profit that stepped in after the Begonia Festival) and the Capitola Arts and Cultural Commission.

SITE AND PROJECT DESCRIPTION

Capitola loved its Begonia Festival that ended in 2017 when the begonia flowers were no longer available. The proposed project site is a prominent street corner as you enter Capitola Village. This site was selected because it is owned by the City, and it is adjacent to where the Begonia Festival's Nautical Parade took place on Soquel Creek. The intended project site is a part of the Soquel Creek Park, more specifically the southwest tip of the park, closer to the sidewalk and passing roadway.

This commemorative project will both honor the history of the Begonia Festival and serve as a welcoming piece of art visible to many thousands of people annually entering and leaving the village, both in vehicles as well as on foot.

Capitola Village is located along a wide beach with a breathtaking view of the Monterey Bay and is home to numerous craft galleries, boutiques and restaurants. It is here where the Capitola Begonia Festival took place and many events continue to take place such as the Capitola Beach Festival, Art and Wine Festival, Twilight Concerts, Art shows, Capitola Car Show and others. In addition to these events, Capitola beach is a popular destination spot for tourists.

This project is subject matter relevant, in that it is intended to reflect the beauty, colors, activities, and history of the Begonia Festival. Much has been published about the Festival and a Flickr photo site still remains as a reference. The premier event was the Begonia Festival's Nautical Parade on Soquel Creek - adjacent to the project site.

Because this is a "commemorative" piece of art, the Commission shares an interest in including images or replicas of a begonia flower, in appropriate begonia colors.

An interesting highlight to this project might involve some kind of community involvement in the artistic content of the site, such as decorative tiles created by the community as a part of the project/site development. A demonstration of this kind of community involvement was the the Arts and Cultural Commission's 2008 individual ceramic tiles installed on the Capitola Beach seawall.

Please see attached photos and drawings on the site.

Artists should ensure that their art meets all ADA requirements as well as local building codes (see attached relevant codes).

PUBLIC ART BUDGET

The public art budget project is \$40,000.

The project budget includes all expenses related to the research, investigation, design, and fabrication of the art project including but not limited to: design time and fees, design documents, renderings and/or other media as required to communicate the artist's concept design development to stakeholders and approving bodies, signed and certified structural and/or other construction/engineering drawings and specifications that may be required for fabrication, fabrication of the artwork, transportation of materials, transportation and accommodations for artist(s), insurance and all other project related expenses, and maintenance of artwork. The artist will work with the City in the installation of the art project.

Because the intended site for the this art installation is on/near a small earthen knoll, there may be some grading, reinforcement or hardscape that may be necessary or desired by the City for this piece of art and site. And the City may decide to enhance the site for accessibility and public convenience and enjoyment and would be a part of the project negotiations. The site does have access to electrical hook ups.

ARTIST ELIGIBILITY

This opportunity is open to artists working or living along the west coast of the United States in California, Oregon and Washington. Applicants must be able to demonstrate that they have all necessary permits to work in the United States at the time of submittal of qualifications.

SELECTION PROCESS AND EVALUATION CRITERIA

The selection process for this project has two phases:

Phase One: Review of submittals and selection of finalists

A Public Art Selection panel will review the artist qualifications and recommend selection of 1 to 4 artists for submittal of a design proposal. The panel will be comprised of Capitola Art and Cultural Commission members, City staff and invited community members. In addition to their qualifications, portfolio and rough cost estimates, the artists will be expected to submit 1 or more rough draft concepts for consideration.

Phase One Selection Criteria:

Consideration of artists in the selection process will include but is not limited to the following:

- Cost value of the project
- Aesthetic appeal of concept submittal(s) to scale
- Aesthetic excellence of past projects
- Appropriateness of past concepts as they relate to this projects' goals and setting
- Experience developing artworks in outdoor environments
- Experience in construction materials and methods appropriate to the scope of the project

Phase Two: Development and Presentation of Concept Proposals by Finalists and Concept Proposal Selection

The selected finalists will be given feedback on their original presentation and will be asked to prepare a detailed concept proposal for final selection consideration.

It is expected that each finalist will make a concept proposal presentation in-person to the Public Art Selection panel (due to the social climate, a presentation via Zoom for example would be acceptable). A stipend of \$500 will be provided to the artist for a model. The concept proposal presentation session will be scheduled to accommodate the selected finalists if possible, but final date selection will be at the discretion of the City.

Phase Two Selection Criteria:

In addition to Phase One Selection Criteria, Phase Two Selection Criteria shall emphasize the following:

- Appropriateness to the village atmosphere
- Creativity and innovation of design
- The manner in which the proposed piece represents the Begonia Festival
- Pedestrian friendliness
- Visibility to vehicles entering into Capitola Village

CONTRACT

The City of Capitola will contract with the artist in a single agreement using a standard design-fabrication agreement. A prototype of this agreement will be available to the selected finalists. Final award shall be contingent upon the selected artist accepting Terms and Conditions of the agreements in substantial conformity to the terms listed in the prototype.

This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

APPLICATION REQUIREMENTS

Project Timelines;

Call to Artist: March - April

Subcommittee review of artist proposals: First week of May

Arts and Cultural Commission review of recommended proposals: May 9

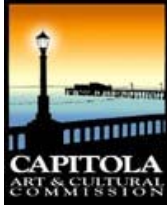
If needed: Artist interviews/presentations/Arts and Cultural Commission selects artists to proceed: June 13

Artist presentation of more fully developed design concepts and models/Arts and Cultural Commission selection of artist and conceptual plan: July 11

Arts and Cultural Commission project recommendation to the City Council: End of July beginning of August.

Ceremonial ground breaking/project start: Labor Day weekend: Sept 2-4

- ***ADDITIONAL INFORMATION NEEDED: Photos of project site.***
- **Historical photos of the Capitola Begonia Festival can be found at <https://www.flickr.com/photos/98560224@N02/>**



Item #: 5.g

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: Commissioner Hill
DATE: October 31, 2022
SUBJECT: Begonia Festival Public Art Project

Recommended Action: Receive Report and Provide Direction

BACKGROUND

The Commission approved a subcommittee to work on a potential Public Art for the Begonia festival. The Begonia Festival had offered to contribute funds to the project. Commissioner Hill is the Chair of the subcommittee.

At the Commission retreat, the park next to Soquel Creek by Stockton Ave was decided as the preferred location.

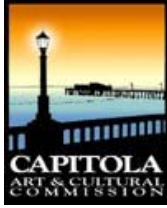
Commissioner Hill and Chair Johnson reported to City Council about the project at the October 13, 2022 Council meeting.

FISCAL IMPACT Project costs will be paid for from the Public Art fund and with a matching contribution from Beach Festival.

ATTACHMENT

Begonia Commemorative Art Call to Artist

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.h

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: Staff
DATE: November 1, 2022
SUBJECT: Monterey Avenue Railing

Recommended Action: Discuss and Provide Direction

BACKGROUND The Monterey Avenue Railing project was approved as a project by the Commission prior to the COVID-19 pandemic. It was decided that the project would wait until in-person meeting started again before moving forward. The commission should provide direction on if it wishes to move ahead with the project.

Attached is a draft version of the Call to Artists, if the commission wants to move forward, an updated version will be brought to the Commission for approval. Original project budget was \$100,000 from the Public Art Fund. The current balance of the Public Art fund is \$171,000. Commercial building projects over \$250,000 generally contribute 1% of the project valuation to the public art fund. In 2021-2022 only one project had to contribute to the fund (\$5,000), which is not reflected in the balance yet.

The Commission recommended changing the budget to \$50,000 and is in process of doing further evaluation of proposed budget. The updated Call to Artists is attached for review.

Chair Johnson is the chair of the subcommittee.

FISCAL IMPACT Original project budget was changed to \$50,000 from the Public Art Fund. The current balance of the Public Art fund is approximately \$171,000.

ATTACHMENT

Monterey Railing Call to Artist Version 6

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager

City of Capitola Art and Cultural Commission

MONTEREY AVENUE RAILING ART PROJECT

Call to Artists

On behalf of the City of Capitola, the Capitola Art and Cultural Commission is seeking an artist or artist team to create a sidewalk railing art project in order to enhance the existing railing on the south side of Monterey Avenue stretching from Escalona Drive to the Village.

SITE AND PROJECT DESCRIPTION

Capitola's Monterey Avenue Railing Art Project is located along one of the primary entry routes to the Capitola Village. Capitola Village is located along a wide beach with a breathtaking view of the Monterey Bay and is home to numerous craft galleries, boutiques and restaurants. It is here where many events have taken place such as the Capitola Beach Festival, Art and Wine Festival, Twilight Concerts, Art shows, and the Begonia Festival. In addition to these events, Capitola beach is a popular destination spot for tourists. The railing will be visible to many thousands of people annually entering and leaving the village.

The Monterey Avenue Railing runs along the street in a gentle slope into and out of the Capitola Village. The railing is needed to protect pedestrians on the sidewalk from a steep retaining wall that drops to the street. The wall is historic, with plant outcroppings, and is not part of the project. The railing is 625 feet long and can be seen in its entirety as you drive in and out of the Village. The art project should use the entire length of the railing and be seen as a single piece. The railing is made up of 2" diameter galvanized steel pipe in 8ft sections. There are four horizontal pieces 7" apart in each section, making a total of 94 sections. The railing should be considered the platform for the art project but should not be modified with paint or drilled with holes. The art work should be mounted on the street side of the railing, while also considering the pedestrian view. Please see attached photos and drawings on the site.

Artists should ensure that their art meets all ADA requirements as well as local building codes (see attached relevant codes). Pedestrian friendly aspects such as convenient hand holds, pinch points, snag points and vandalism concerns should be considered. Materials used should be weather resistant such as stainless steel, copper, brass, galvanized steel or rusted steel (i.e. Core 10).

PUBLIC ART BUDGET

The public art budget project is \$50,000.

The project budget includes all expenses related to the research, investigation, design, and fabrication of the art project including but not limited to: design time and fees, design documents, renderings and/or other media as required to communicate the artist's concept design development to stakeholders and approving bodies, signed and certified structural and/or other construction/engineering drawings and specifications that may be required for fabrication, fabrication of the artwork, transportation of materials, transportation and accommodations for artist(s), insurance and all other project related expenses, and maintenance of artwork. The artist will work with the City in the installation of the art project.

ARTIST ELIGIBILITY

This opportunity is open to artists working or living along the west coast of the United States in California, Oregon and Washington. Applicants must be able to demonstrate that they have all necessary permits to work in the United States at the time of submittal of qualifications.

SELECTION PROCESS AND EVALUATION CRITERIA

The selection process for this project has two phases:

Phase One: Review of submittals and selection of finalists

A Public Art Selection panel will review the artist qualifications and recommend selection of 1 to 4 artists for submittal of a design proposal. The panel will be comprised of Capitola Art and Cultural Commission members, City staff and invited community members. In addition to their qualifications, portfolio and rough cost estimates, the artists will be expected to submit 1 or more rough draft concepts for consideration.

Phase One Selection Criteria:

Consideration of artists in the selection process will include but is not limited to the following:

- Cost value of the project
- Aesthetic appeal of concept submittal(s) to scale
- Aesthetic excellence of past projects
- Appropriateness of past concepts as they relate to this projects' goals and setting
- Experience developing artworks in outdoor environments
- Experience in construction materials and methods appropriate to the scope of the project

Phase Two: Development and Presentation of Concept Proposals by Finalists and Concept Proposal Selection

The selected finalists will be given feedback on their original presentation and will be asked to prepare a detailed concept proposal for final selection consideration.

It is expected that each finalist will make a concept proposal presentation in-person to the Public Art Selection panel (due to the social climate, a presentation via Zoom for example would be acceptable). A stipend of \$500 will be provided to the artist for a model. The concept proposal presentation session will be scheduled to accommodate the selected finalists if possible, but final date selection will be at the discretion of the City.

Phase Two Selection Criteria:

In addition to Phase One Selection Criteria, Phase Two Selection Criteria shall emphasize the following:

- Appropriateness to the village atmosphere
- Creativity and innovation of design
- Pedestrian friendliness

CONTRACT

The City of Capitola will contract with the artist in a single agreement using a standard design-fabrication agreement. A prototype of this agreement will be available to the selected finalists.

Final award shall be contingent upon the selected artist accepting Terms and Conditions of the agreements in substantial conformity to the terms listed in the prototype.

This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

ANTICIPATED TIMELINE

January XX, 2023 – Art and Cultural Commission consider the release of Call to Artists

January XX, 2023 – Release of Call to Artists

February XX, 2023 – Submission Deadline

February XX, 2023 – Selection of Finalists

March XX, 2023 – Consideration of Proposals by the Commission

April XX, 2023 – Consideration of the recommended proposal by the City Council

May – August – Artwork completed/Unveiling

The Commission reserves the right to change the project timeline.

Submittal Guidelines:

1. **One-page cover sheet** stating the following information, in the order listed:
 - Title: “Monterey Railing Project”
 - Artist’s Name
 - Artist’s Phone Number
 - Artist’s Email Address
 - Artist’s Mailing Address
 - Artist’s Website if applicable
2. **Resume** of not more than two, double-sided pages that demonstrates experience as an artist.
3. **Images** - Artists may submit up to 10 color images on paper or digitally exhibiting examples of previous art projects
4. **References** - Names, phone numbers and addresses of three professional references, with artist’s name noted at top of page.

Application Deadline: Applications and submission must be by 5 p.m. on December XX, 2022. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Applications may not be modified after submission.

Legal info: This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

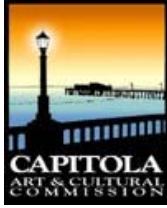
Send or deliver proposals to:

Monterey Railing Project
Nikki Bryant
Recreation Division Manager
City of Capitola
4400 Jade St
Capitola, CA 95010
831-475-5935

Questions? For more information, contact Nikki Bryant at (831) 475-5935,
nbryant@ci.capitola.ca.us.

ADDITIONAL INFORMATION NEEDED:

- *Photos of existing railing*
- *Timeline for project*
- *Any changes to budget amount*



Item #: 5.i

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF February 14, 2023

FROM: STAFF
DATE: November 1, 2022
SUBJECT: Battle of the Bands

Recommended Action: Give Direction

BACKGROUND

At the April 2019 commission meeting, Commissioner Storey asked to have the Battle of the Bands youth event and Commissioner Wallace was a significant volunteer for the development of the event. The event was planned to occur in March of 2020 however was canceled due to the onset of the pandemic. The Commission identified this item as part of the Annual Retreat planning session.

If the Commission wishes to move forward with the event, it will need to nominate a subcommittee with no more than three Commissioners.

FISCAL IMPACT

None

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager

CAPITOLA
ART & CULTURAL COMMISSION

DRAFT MEETING MINUTES

Tuesday, October 11, 2022 6:30 p.m.

420 Capitola Ave

City Council Chambers

1. **Call to Order-Roll Call:** Present: Hill, Johnson, Mozumder, Cahalen, Christiansen. Absent: Wallace, Storey, Alioto Quorum = 5
2. **Approval of Agenda-** M Commissioner Cahalen/S Commissioner Mozumder (5:0 unanimous)
3. **Oral Communications-** Commissioner Mozumder reported on residents' desire to have the Shark sculpture currently located on 41st be in Capitola. Commissioner Hill suggested that the artist make a proposal for the Commission to review.
4. **Approval Minutes – September 13, 2022 –** M Commissioner Cahalen /S Commissioner Mozumder (5:0 unanimous)
5. **General Business-**
 - a. **Merchandise Sale at Twilight Concerts:** Commissioner Cahalen proposed the subcommittee meet to do inventory and discuss in January. Commissioner Mozumder agreed that inventory would be the first step.
 - b. **Art at the Beach Coordinator Recruitment:** Commission received staff report. Chair Johnson recalled that he has recruited Leslie Fellows and she was a good fit for the position because she was not artist. Commissioner Mozumder questioned if adding duties to Staff could be a solution. Commissioner Hill felt that the Commission should further evaluate the Art at the Beach event and get a better understanding of the level of work. Commissioner Cahalen supported Commissioner Hill's suggestion and requested that Kelly Barrato provide some additional information. Commissioner Christiansen felt that a subcommittee could further evaluate and vet the artist. Staff directed to provide additional information and invite Kelly Barrato to meeting and review special event permit for this event?
 - c. **Banner Project:** Commission received staff report. Commissioner Cahalen asked about Chamber of Commerce banners. Commissioner Hill suggested the policy should incorporate the new process developed from recent BIA project. Commissioner Mozumder asked if there should be questions added to policy or add new banners. Commissioner Cahalen questioned if this policy also have a permit process similar to the Over-the-Street Banner policy. Chair Johnson stated that the recent BIA

project developed a new practice for art approval in light post banners and this should be included into the layer of approval. Commissioner Cahalen would like to see an application form be added. Commissioner Hill noted there is an application for as part of the special event permit process and would prefer a separate policy. Commission developed a subcommittee including Chair Johnson, Commissioner Hill, Commissioner Cahalen. M Chair Johnson /S Commissioner Cahalen (5:0 unanimous)

- d. **Tree Stump Art Project:** Commissioner Mozumder spoke with known artist and reported the artist was concerned about wood rot and declined to submit a proposal. Staff directed to add additional proposal submission to drobox and circulate to subcommittee of Commissioner Mozumder, Commissioner Cahalen.
 - e. **Plein Air:** Commission received staff report, Gayle's sponsorship of \$1000 was received by the City. Commissioner Hill reported 35 artist intent to participant in Plein Air, A food truck has been scheduled to provide lunch for all involved in event, Linda Cover has agreed to offer an art activity at event and the Joe Ortiz combo has committed for music. Commissioner Hill request suggestions for a sales coordinator and still trying to identify alternative parking for the artist to free up space for Exhibition attendees. Commissioner Cahalen provided a suggestion for sales coordinator,
 - f. **Begonia Art Project:** Commissioner Hill wants to present a call to artist and location before Council. Chair Johnson agreed to attend the October 13th Council meeting with Commissioner Hill.
 - g. **Monterey Ave Railing Project:** Commissioner Mozumder provided a revised Call to Artist (attached) and reported on changes of revision. Chair Johnson would still to do further work on the cost analysis of a project this scale to ensure the budget is appropriate. Staff directed to add application portion to the Call to Artist document for next meeting.
 - h. **Attendance Policy for City Advisory Bodies:** Chair Johnson recognized the policy and awareness of the procedure. Commissioner Cahalen questioned who the At Large commissioners are. Noted the two open seats are At Large.
6. **Commissioner Reports:** Rules for Public art fund.
 7. **Staff Reports:** Commissioner Alioto submitted her resignation from the commission October 11, 2022.
 8. **Future Agenda Items:** Plein Air, Monterey Ave Railing Project, Banner Project: Village Streetscape Decorations Policy, Merchandise at Twilight Concerts, Tree Stump Project, Public Art Fund, Battle of Bands
 9. **Adjournment:** The meeting was adjourned at 8:17pm to the next regular Art & Cultural Commission meeting on November 8, 2022.

Capitola Plein Air 2022 Winners

By Joe Ortiz

Capitola Arts and Cultural Council Commission welcomed 30 artists—many local, several from other Bay Area cities, and one from Ukraine—to Capitola, Nisene Marks, and Pleasure Point at the beginning of November to participate in the Seventh Annual Capitola Plein Air 2022 paint-out.

To cap the weeklong event, artists displayed their work at Jade Street Community Center on Sunday, Nov. 6. Many attendees and artists noted how the venue's light helped display the art to great effect for an audience of many attendees, both local and from over the hill.

Previously the display was at New Brighton School.

Kudos must go to event organizer Laurie Hill and her enthusiastic group of volunteers for their organization and communication to artists and attendees alike. According to Laurie: "Through the cold and wet, these talented and determined artists captured Capitola's brilliance."

Sales for the event netted \$23,990, with a total of 52 paintings sold.

Judge Cyndra Bradford selected these winners:

FIRST: Durre Waseem "Morning Greetings" Oil 12x16

SECOND: Kristian Matthews "Van Life" Oil 9x12

HONORABLE MENTION:

Lucinda Eubanks "Capitola" (Home) Watercolor 12x16 • **Joan Helenthal** "View from Deasy Park" Pastel



Photo Credit: Teresa Green

Second Place winner Kristian Matthews.



Photo Credit: Kelly Muzumder

Durre Waseem with her 1st place piece.

12x9 • **Chad Hunter** "New Brighton Sunset" Oil 8x10 • **Bill Kennan** "Jack O'Neill House in November" Oil 12x12 • **Lisa Mozzini McDill** "Motel" Oil 12x12 • **Steven McDonald** "Forest Meander" Oil 12x9 • **Mark Monsarrat** "Capitola Avenue View" Oil 20x16

PEOPLE'S CHOICE: Lupe Santos "Going to the Village" Watercolor 10x16

ARTISTS' CHOICE: Louis Chan "Capitola Beach" Watercolor 19x14

COMMUNITY RECOGNITION:

Capitola-Soquel Chamber of Commerce Award: Lupe Santos "Going to the Village" Watercolor 10x16

Capitola Village Business Improvement Association Award: Kerrie Brandau Oil

•••

Cover Photo: An art lover enjoys beautiful scenes of Capitola on display at Plein Air 2022 • Photo Credit: Jondi Gumz



Photo Credit: Kelly Mozumder

People's Choice: Lupe Santos



Photo Credit: Jondi Gumz

Artists' Choice: Louis Chan.