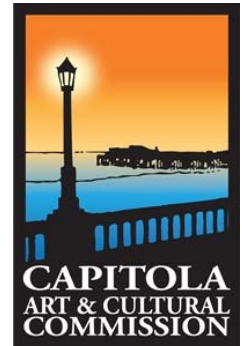


# City of Capitola

## Art & Cultural Commission

### Tuesday, March 12, 2024 – 6:30 PM

Council Chambers  
420 Capitola Avenue, 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. **Additional Materials**
  3. **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.*
  4. **Commissioner Comments**
  5. **Staff Comments**
  6. **Approval of Minutes- Regular Meeting February 13, 2024**
  7. **Program Reports:** *All items listed in program reports are staff or commission updates on planned program activity. Public Communication for these items is to be addresses during Public Oral Communication.*
    - a. **Twilight Concerts**
    - b. **Art at the Beach**
    - c. **Movies at the Beach**
    - d. **Plein Air**
  8. **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. **SUESD Park & Washburn Art Proposal:** *Receive report from Soquel Union Elementary School District (SUESD) staff on Park and Washburn Art Project and provide feedback on project concept.*
    - b. **Village Streetlight Banner Project:** *Restructure the existing Banner Project committee under the new direction and comply with the Art & Cultural Commission bylaws.*
  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](http://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.*

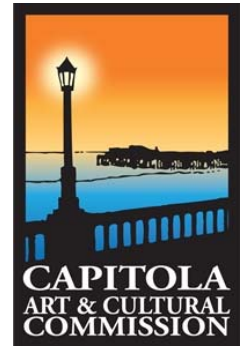
*Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal 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.*

# City of Capitola

## Art & Cultural Commission: Draft Minutes

### Tuesday, February 13, 2024 – 6:30 PM

Council Chambers  
420 Capitola Avenue, Capitola CA 95010



**Chair:** Roy Johnson

**Vice Chair:** Laurie Hill

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

**Staff Representatives:** Nikki Bryant LeBlond & Kelly Barreto

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#### 1. **Call to Order:**

The meeting was called to order at 6:42 PM. In attendance: Beltramo, Cahalen, Christiansen, Hill, Major arrived at 6:45 PM, Johnson. Absent: Clarke, Wallace

#### 2. **Additional Materials**

None

#### 3. **Public Oral Communication**

None

#### 4. **Commissioner Comments**

Mary Beth commented on Joint Chiefs,

Vice Chair Hill commented on the upcoming Palace tabling event and the CWEP public meeting for mosaic artwork community engagement.

#### 5. **Staff Comments**

Staff commented on the resignation of Leslie Fellows, Future meeting for the Movie Committee, and have not received samples for the Monterey Railing Project.

#### 6. **Approval of Minutes- January 9, 2024 & January 28, 2024**

Motion to approve the Minutes: Commissioner Beltramo

Second: Commissioner Cahalen

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Commissioner Christiansen, Vice Chair Hill, Commissioner Major, Chair Johnson.

#### 7. **Program Reports**

a. **Twilight Concerts:** No Report

b. **Art at the Beach:** No Report

c. **Movies at the Beach:** No Report

d. **Plein Air:** Report Out

#### 8. **General Business**

##### a. **Budget Goal Presentation**

Report given by Staff. Chair Johnson inquired about the cost of banners in relation to the proposed budget. Vice Chair Hill commented on the commission's role in reviewing artwork for banners or other proposals. Commissioner Cahalen commented on a standard process for proposals. Commissioner Beltramo commented on the anticipated budget increase for expenses related to twilight concerts.

Public Comment:

Motion to approve Commissioner Beltramo to be added to the banner committee:

Commissioner Cahalen

Second: Commissioner Christiansen

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Commissioner Christiansen, Vice Chair Hill, Commissioner Major, Chair Johnson.

**b. Portland Loo Public Art Project:**

Report given by Staff. Commissioner Cahalen commented on a preference to wait for more information regarding the buildings on the wharf before continuing the item.

Public Comment:

No Action Taken.

**c. Begonia Festival Commemorative Public Art Project:**

Chair Johnson reordered the agenda to accommodate public in attendance and heard first. Report given by Staff. Vice Chair Hill commented on the committee work for the project and requested modifying proposal with artist Jeffery Nelson and Lynn Jaye. Artist Nelson and Jaye presented a modified proposal based on committee feedback. The new proposal presented three flowers on a long stem with ground base lighting below. Vice Chair Hill commented on the base should include a bronze plaque for commemoration of the festival. Commissioner Cahalen commented on wanting a taller base. Chair Johnson commented on a preference for the in-flower lighting option. Commissioner Christiansen commented that the final product needs to look like a monument.

Public Comment: Trese Green: commented on a preference for adding the begonia event tiles to the base.

Motion to approve the Commission move forward with artist Nelson and Jaye to develop a final concept for council recommendation: Vice Chair Hill

Second: Commissioner Cahalen

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Commissioner Christiansen, Vice Chair Hill, Commissioner Major, Chair Johnson.

**9. Future Agenda Items**

Begonia Art Project, Plein Air, Monterey Railing Project,

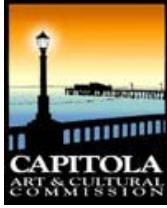
**10. Adjournment**

The meeting was adjourned at 8:40 PM to the next regular Art & Cultural Commission meeting on March 12, 2024.

ATTEST:

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Nikki Bryant LeBlond



Item #: 7

# ART & CULTURAL COMMISSION

## Program Reports

FROM: Committee Chairs and Staff

DATE: March 5, 2024

SUBJECT: Report out for budgeted Art & Cultural programs.

**Recommended Action:** Receive report from committee chairs or staff for budgeted programs.

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### **BACKGROUND**

The Capitola Art & Cultural Commission is an advisory body whose responsibility is to advise the City Council as to the allocation of public art funds and encouragement of existing and new programs in the arts for the enjoyment of the residents.

The Art & Cultural Commission participates in annual goal setting from which programs in the arts are planned for production in the budget year. The 2023/24 budget has planned twelve (12) Twilight Concerts, four (4) Art at the Beach, two (2) Movies at the Beach and Plein Air.

Committees shall consist of no fewer than two (2) and no more than three (3) commissioners. If a vacancy occurs, the commission can choose to appoint a commissioner to the vacancy. The program committees are as follows:

- 1) Twilight Concerts: Commissioner Wallace, Commissioner Beltramo and Commissioner Cahalen sit on the committee.
- 2) Art at the Beach: Chair Johnson, Vice Chair Hill and Commissioner Cahalen sit on the committee.
- 3) Movies at the Beach: Commissioner Cahalen and Commissioner Christiansen sit on the committee.
- 4) Plein Air: Vice Chair Hill and Commissioner Major sit on the committee.

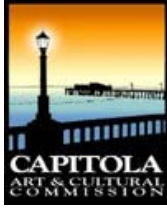
### **DISCUSSION**

The production of programs requires long term planning and collaboration with partners, volunteers, commissioners, and Staff. Regular reports from committee chairs are provided to enhance communication and planning as well as keeping the entire commission up to date on the progress of program activities. Additionally, committees shall report to the commission no less than a quarterly basis. Program Reports are intended to only report on the progress of a budgeted event and committee activity. Any action requiring the entire commission to make a decision outside of committee activity will be added to the agenda under General Business.

### **ATTACHMENT**

- 1) Art at the Beach: Staff Report Out

**Report Prepared By:** Nikki Bryant LeBlond  
Recreation Division Manager



Item #: 7.b

## ART & CULTURAL COMMISSION Program Reports

FROM: Staff  
DATE: March 5, 2024  
SUBJECT: Report on Art at the Beach: Staffing update.

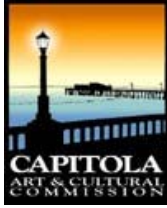
### **REPORT OUT**

The Art at the Beach program has operated with the assistance of an independent contractor for almost 20 years. Due to the resignation of the current independent contractor, staff conducted an analysis of the position. The duties performed by the former independent contractor no longer comply with the criteria for an independent contractor.

Staff is in the process of establishing a Temporary/Hourly position that will go before City Council for approval on the March 14, 2024, Council meeting. If approved, staff will begin the recruitment process.

The former independent contractor has been approached regarding training and development of program implementation records for future use by staff.

**Report Prepared By:** Nikki Bryant LeBlond  
Recreation Division Manager



Item #: 8.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF March 12, 2024

FROM: Staff  
DATE: March 4, 2024  
SUBJECT: SUESD Park & Washburn Art Proposal

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**Recommended Action:** Receive report from Soquel Union Elementary School District (SUESD) Staff on Park and Washburn Art Project and provide feedback on project concept.

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### **BACKGROUND**

In a meeting with City Staff and the Mayor, SUESD Staff proposed an art project partnership with the City that received a positive response from City Council. The proposal is a Tile Art Project for the retaining wall located at Park Avenue and Washburn Avenue intersection. The project would focus on the larger portion of the wall, which is City owned. A small portion of the retaining wall is located on private property.

SUESD students, as part of their standard curriculum, learn about the local community and environment. The students will create tiles that represent important elements of our community's land, sea life and health. The project will use Expanded Learning Opportunity Program (ELO-P) funds for the purchase of materials. The City will partner with the school district for the installation of the tiles.

### **DISCUSSION**

SUESD Staff will present the overall concept for commission feedback and return in April for a presentation on the student led portion of the project. The Commission is to provide feedback on the concept and color preferences for the SUESD staff to return to the students and begin the planning process for tiles.

### **FISCAL IMPACT**

Project costs for this Public Art will draw from the Public Art Fund for the installation of the tiles. Staff estimate for the installation is \$10,000 and this expenditure will be incorporated into the budget. The Public Art Fund currently has a balance of \$159,955 and the commission had budgeted \$75,500 to current projects. The FY 23/24 budget has \$69,100 remaining.

### **ATTACHMENT**

1. Image of retaining wall
2. SUESD Community Tile Project Proposal

**Report Prepared By:** Nikki Bryant LeBlond  
Recreation Division Manager





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## **Soquel Union Elementary School District**

620 Monterey Street  
Capitola, CA 95010

### **Community Tile Project Proposal for Arts Council**

March 12, 2024

#### **OVERVIEW**

The City of Capitola is a wonderful place to live and learn. From land to sea, our community thrives- rich in natural and human resources. It is in this vein, that we propose the following community beautification partnership to be located at Park Avenue and Washburn in Capitola on the existing concrete retaining wall. The artist of record will be listed as Roy Segura.

#### **GOALS**

1. While students in the Soquel Union Elementary School District learn about our local community and environment, they will create tiles that represent important elements of our community's land and sea life, and health.
2. The city and schools will partner with the Soquel Union Elementary Schools to create an artful student-created wall space for the locals and guests to enjoy.

#### **SPECIFICATIONS**

Each student and involved community member will create and paint a 6" X 6" ceramic tile illustration with a theme related to the city of Capitola.

##### **Background:**

The assistant superintendent was contacted by a teacher about creating a community art project to cover an existing wall that has been continually vandalized. Ceramic tiles were the media of choice as they are long lasting, colorful as well as resistant to graffiti. The proposal was taken to the city for approval. Currently, the school district will use ELOP funding for the art materials needed. The city will install the tiles following the strategies provided by the instructors involved. The project is currently in review.

##### **Materials:**

Each student will have one tile of 6" x 6" square dimension. The goal is to have as many students in the district create one tile. An estimate of the tiles needed is open at this point, however, a suggested purchase is to begin with 500 tiles. The goal would be to involve all students of the four schools. (1500) These are to be bisque fired tiles when purchased. It is suggested to buy a kit of UNDER GLAZES for each school involved. The kit should include primary, secondary and values. Each student will have a medium brush and detail brush. These materials will all be appropriate for glazing.

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## **THEMES**

The wall provided is located in the city of Capitola. Therefore, the theme focuses on the city of Capitola as they are co funding the project. The theme will include the unique human and natural resources of the area.

As this is an educational as well as a beautification project, the images will correspond to educational standards in different disciplines: science, math, art, history, physical education, etc. State standards will be included within the acknowledgements of the images. The images will also include celebrations/ festivals of Capitola.

Suggested ideas: (discipline related to grade level)

Biomes: temperate forest, coastal cliffs, dry chaparral

Fauna unique to Capitola: grassland, riparian, shore and ocean, avian ( mammals, reptiles, fish, crustaceans, birds, mollusks, etc.)

Vegetation found in Capitola: trees, plants, flowers

History: Buildings and people, native Americans

Festivals: skateboarding, Begonia (sand castles, fishing derby, horse shoe contest, parade) Classic Cars, Art and Wine, Wharf to Wharf

Activities: water sports, biking, singing, fishing, etc.

Theme images should be explored by instructors and students. School texts, internet, periodicals etc should be used as resources. Images can be cropped to required scale and simplified for six inch square formats.

Presentation of Lessons:

Teachers present the project to students during expanded learning opportunity class time. Focus on celebrating the Capitola community, beautification of the town, self-creative growth, permanences of tile work as a presentation of themselves to the public and family. (Mural and tile work as art form.)

## **INSTALLATION FOR SUMMER 2024**

All tile work will be gathered and arranged based on the themes, and amounts. The work needs to be analyzed to calculate aesthetic arrangement.

An illustration will be rendered of the desired groupings and positioning. (Number tiles using a sharpie. A cross grid pattern can be helpful.)

Collect tile in selected boxes with groupings.

Present and explain the arrangement with the installer using the position diagram and boxes of tile in coordination.

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## **ADDITIONAL INFORMATION**

### **LESSON PLANS**

Instructors:

Theme illustrations and images for each student.

Number 2 pencils for each student.

Glaze: clear coat to airbrush or lightly coat each student tile.

Syringe bottle with dark glaze.

Sink with two one gallon tubs.

Activity to occur after school.

Into:

Class discussion: What makes Capitola special? What do you enjoy about it? What activities are you involved with? What animals or plants have you seen?

Teachers present a brief history of Capitola using a shared lesson created by the director(s).

Theme images may/should represent the discipline and grade level using standards appropriate to images. For example: the riparian biome discussed in sixth grade through biomes might include frogs and river images of animals and plants in Capitola. The western expansion and native Americans standard in eighth grade would show Native American iconography. Teacher knowledge needed here.

Through. ( Day One)

Teacher presents selected images with brief discussion of their meaning to students. Teacher distributes images to students one by one or allows students to pick their choice.

Teacher outlines the selected image (simplification). Use color pencils to fill in shapes based on student preference or reality.

Teacher demonstrates carbon tracing: use number 2 soft pencil to darken the back of the image. If the image exceeds the required 6 by 6 image, the student may crop the picture.

Teacher demonstrates taping the image onto the bisque tile and using harder pressure to outline/ simplify the image onto the tile.

Students follow the demonstration with their own tile and image.

Glazing. (day Two and Three)

Teacher demonstrates glazing. Teacher pours a small amount of TWO different glazes on palette. Using the appropriate size brush, fill in the copied shapes using the tip of the brush. Look at the reference sheets. Two coats are required. When done with the color, pour excess back into the jar or use the brush to mop up the glaze. Wash brushes in pre-rinse tub and final rinse tub. Wipe off the palette with a paper towel and select two new colors. BLACK is last. Continue painting the scene until it is complete.

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Using a syringe bottle, write your first name or initials on the bottom of the tile. Students are given palettes and brushes to use. The teacher must monitor the use of the glazes as students will mix colors or use excessive amounts. It is best to dab the glazes with loaded tips.

On the back of the tile, the students should write their name and have an arrow of which way is up.

#### Post

The teacher uses clear glaze to carefully and evenly coat each tile. It is recommended to water down the glaze to 2 parts glaze and one part water and to use a wide, flat, soft brush. Allow to dry and add a thin second coat.

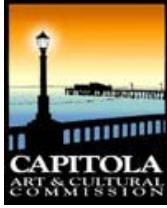
Collect the tiles by placing a paper towel between each tile.

Load the kiln using tile spacers and different level shelves. A full kiln fires better. Fire at cone 5.

#### Beyond:

Present the students with their final images. Discuss successful achievements.

Collect for installation.



Item #: 8.b

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF March 12, 2024

FROM: Chair Johnson  
DATE: March 5, 2024  
SUBJECT: Village Streetlight Banner Project

**RECCOMENDED ACTION:** Restructure the existing Banner Project committee under the new direction and comply with the Art & Cultural Commission bylaws.

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### **BACKGROUND**

At the January 2024, the Art and Cultural Goal setting meeting the Commission established a project to develop beautification banners for the streetlight lamppost in Capitola Village. The Commission requested \$3,000 from the General Fund to implement the project believing the project did not qualify as an eligible artwork for the Public Art Fund. At the March 2024 City Council Goal setting special meeting, Council directed that the Village Streetlight Banner Project draw from the Public Art fund with the City Attorney's reading that it would qualify for the Public Art Fund.

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 prohibits banners that would advertise any specific business or product. All new proposed banners must be approved by the City Council.

Previously a committee related to this project consisted of Chair Johnson, Commissioner Hill and Commissioner Cahalen. At the February 2024 regular meeting, the Commission appointed Commissioner Beltramo.

### **DISCUSSION**

The Commission needs to restructure the committee under the new direction of Council and become in compliance with the bylaws that define a committee shall consist of no more than three (3) members of the commission and no fewer than two (2) members.

### **FISCAL IMPACT**

The Village Streetlight Banner Project as currently proposed would draw \$3,000 from the Public Art Fund to be incorporated in the FY 24/25 budget. The Public Art Fund currently has a balance of \$159,955 and the commission has approximately \$75,500 committed to current projects. The FY 23/24 budget has \$69,100 remaining.

### **ATTACHMENT**

**Report Prepared By:** Nikki Bryant LeBlond  
Recreation Division Manager