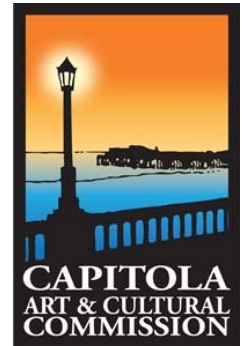


# City of Capitola

## Art & Cultural Commission

### Tuesday, April 11, 2023 – 6:30 PM

Council Chambers  
420 Capitola Avenue, Capitola CA 95010



**Chair:** Roy Johnson

**Vice Chair:** Laurie Hill

**Commissioners:** Mary Beth Cahalen, Courtney Christiansen, Joe Clarke, Kelly Mozumder, Laura Orantes, James Wallace, Peter Wilk

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

- 
1. **Call to Order**
  2. **Additions and Deletions to the Agenda**
  3. **Public Oral Communication**
  4. **Approval of Minutes- March 14, 2023**
  5. **General Business**
    - a. **Ukrainian Art in the Park**
    - b. **Merchandise Sale at Twilight Concerts**
    - c. **Art at the Beach: Revisioning Committee**
    - d. **Village Decoration Policy: Banner Project**
    - e. **Tree Stump Art Project**
    - f. **Plein Air**
    - g. **Fete de La Musique: World Music Day**
    - h. **Retreat Agenda**
  6. **Commissioner Reports**
  7. **Staff Reports**
  8. **Future Agenda Items**
  9. **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.*

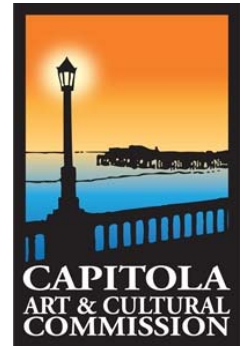
*Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal 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, March 14, 2023 – 6:30 PM

Council Chambers  
420 Capitola Avenue, Capitola CA 95010



**Chair:** Roy Johnson

**Vice Chair:**

**Commissioners:** Mary Beth Cahalen, Courtney Christiansen, Joe Clarke, Laurie Hill, Kelly Mozumder, Laura Orantes, James Wallace, Peter Wilk,

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

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**1. Call to Order:**

The meeting was called to order at 6:35 PM. In attendance: Cahalen, Christiansen, Clarke, Hill, Wallace, Wilk, Orantes, Johnson. Absent: Mozumder

**2. Additions and Deletions to the Agenda**

None

**3. Public Oral Communication**

None

**4. Approval of Minutes- February 14, 2022**

Motion to approve the Minutes: Commissioner Wilk

Second: Commissioner Clarke

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson.

**5. General Business**

**a. Commissioner Appointments: Chair & Vice Chair**

Report given by Staff. Commissioner Cahalen and Commissioner Hill commented that Chair Johnson should remain as Chair. Commissioner Cahalen commented that Commissioner Hill should be the Vice Chair.

Motion to approve Chair Johnson for continuation as Art & Cultural Commission Chair:  
Commissioner Cahalen

Second: Council Member Clarke

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson.

Motion to approve Commissioner Hill for appointment as Art & Cultural Commission

Vice Chair: Chair Johnson

Second: Commissioner Wilk

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner, Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson

**b. Merchandise Sale at Twilight Concerts**

Report given by Commissioner Cahalen. Commissioner Cahalen commented on preferring the color logo over the black and white. Commissioner Wallace stated a preference of a circle shape logo, Chair Johnson offered to attempt to modify the Art & Cultural logo as suggested.

Motion to approve: No Action Taken

**c. Art at the Beach: Revisioning Committee**

Report given by Staff on Leslie Fellows offer to coordinate Art at the Beach for one more year under modified terms. Commissioner Hill commented to move the event forward under the time constraints the commission should agree. Chair Johnson commented on a person who has been a Artist vendor in the past who would be good for onsite management.

Motion to approve the acceptance of Leslie Fellows offer of \$1600 in compensation under modified terms and Chair Johnson to reach out to known person for onsite coordinator with an offer of remaining compensation and portion of booth fee:

Commissioner Hill

Second: Commissioner Wilk

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson.

**d. Village Decoration Policy: Banner Project**

Report given by Chair Johnson. The subcommittee did not meet and nothing to report. Continue to next meeting.

Motion to approve: No action taken.

**e. Tree Stump Art Project**

Report given by Staff, introduction of Anthony May, proposing artist. The Commission received Anthony May's proposal presentation and provided feedback.

Motion to approve the Commission accept proposal from Anthony May and return next meeting with revised concept: Commissioner Wallace.

Second: Chair Johnson

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson.

**f. Plein Air**

Report given by Commissioner Hill stated nothing new to report on event. Commissioner Hill requested a third commissioner join the subcommittee. Commissioner Orantes volunteered to join the subcommittee.

Motion to approve the addition of Commissioner Orantes to the Plein Air subcommittee: Commissioner Hill.

Second: Council Member Clarke

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson.

**g. Begonia Art Project**

Report given by staff the public release of the Call to Artist and the open seat for the subcommittee. Commissioner Hill requested the call to artist informant be added to the City's online newsletter. Commissioner Cahalen suggest Chair Johnson for the open seat. Motion to approve Chair Johnson be added to the subcommittee: Commissioner Cahalen.  
Second: Commissioner Wallace

Voting: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson.

**h. Monterey Ave Railing Project**

Report given by Staff on email communication from the public regarding the Call to Artist. Commissioner Wilk provided research on similar art projects. Chair Johnson commented the commission let the deadline for submission pass before any action taken. Motion to approve the Call to Artist be revised with a budget of \$100,000: Commissioner Wilk

Second: The Motion dies for lack of a second

No Action Taken

**i. Battle of the Bands**

Report given by Commissioner Wallace commenter on the past event. Commissioner Cahalen suggested the commission discuss at the upcoming retreat.

Motion to approve: No Action Taken

**j. Commission Appointment for Arts Council Santa Cruz County**

Report given by Staff on Liaison responsibilities provided by Arts Council.

Motion to approve Chair Johnson to act at the Capitola Art & Cultural Commission Liaison to the Arts Council Santa Cruz County: Commissioner Hill

Second: Commissioner Christiansen

Voting Yea: Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Commissioner Hill, Commissioner Wallace, Commissioner Wilk, Commissioner Orantes, Chair Johnson.

Absent: Commissioner Wallace

**6. Commissioner Reports**

Commissioner Cahalen reported on upcoming community events.

**7. Staff Reports**

Retreat Date April 15, 2023, located at 110 Washburn Ave, Capitola CA 95010

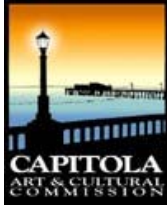
**8. Future Agenda Items**

Ukrainian Art in the Park, Fete de la Musique: World Music Day, Merchandise Sale at Twilight Concerts, Art at the Beach, Village Decoration Policy, Tree Stump, Plein Air

**9. Adjournment**

The meeting was adjourned at 8:55 PM to the next regular Art & Cultural Commission meeting on April 11, 2023.





Item #: 5.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: Commissioner Hill  
DATE: March 20, 2023  
SUBJECT: Ukrainian Art in the Park

**Recommended Action:** Receive Commissioner Hills Report

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### **BACKGROUND**

Commissioner Hill added this item to the agenda during the March 2023 meeting.

### **DISCUSSION**

Consider Ukrainian Art in the Park.

### **FISCAL IMPACT**

### **ATTACHMENT**

1. Summary provided by Vice Chair Hill

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

## Proposed: Ukrainian Art and Cultural Event

I am asking the Commission to consider hosting a one weekend afternoon event this summer in Esplanade Park that would focus on Ukrainian art, music, dance, and possibly food.

One of our Capitola Plein Air 2022 artists was Nataliia Aandewiel, a young woman from Ukraine, living with her parents and two siblings in Scotts Valley. They are refugees from the war in Ukraine.

Nataliia has introduced me to a local dance group: Ukrainian Steppe. They will be performing on April 20 at the Santa Cruz Dance event on Pacific Avenue.

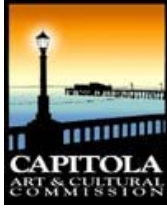
Our new Commissioner, Laura Orantes, mentioned a food truck called Chicken Foot, that features Eastern European and Ukrainian food.

The proposed date would be selected based on the availability of the participants and on a free weekend day in the park. I am hoping to organize a handful of Ukrainian artists and crafts persons, along with musical and/or dance entertainment. Possibly include a sampling of regional specialty foods.

I can bring more information to the Commission's planning retreat on April 15.

I am seeking the Commission's level of interest in this type of event, your input, and a subcommittee to explore event options.

I am also asking the Commission to grant a modest budget to be used as a stipend to the dancers and/or music performers, sound, and promotional materials and to potentially waive the City's Food Truck permit fee. The requested budget would likely not be excess of \$1,500 – possibly funded by the Friends of the Capitola Arts and Cultural Commission. Depending on the resources of the various artists, the event may need to use the Commission's display easels and to ask to borrow some of the shade structures, tables, and chairs owned by the Capitola Beach Festival.



Item #: 5.b

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: Commissioner Cahalen  
DATE: March 20, 2023  
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. The commission is interested in bringing this aspect back and has been in discussion about what logo to use.

At the March 2023 meeting the Commission discussed the modification of the Art & Cultural Commission logo for this purpose.

Subcommittee Commissioner Cahalen, Wallace and Mozumder.

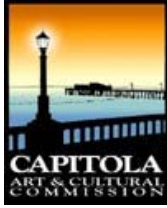
### **DISCUSSION**

Review the modified image of the Art & Cultural Commission Logo.

### **FISCAL IMPACT**

### **ATTACHMENT**

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



Item #: 5.c

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: Chair Johnson

DATE: March 22, 2023

SUBJECT: Art at the Beach Event: Coordinator Recruitment

**Recommended Action:** Receive report on Chair Johnson's recruitment effort.

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### **BACKGROUND**

The Art at the Beach was held on four (4) Sunday's this 2022 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 March 2023 meeting the Commission received an offer from Leslie Fellows to modify her role for one more year and four more shows the summer of 2023. Her responsibilities would focus on the pre-event coordination and would require someone to take on the day of responsibilities. Compensation request for this offer would be \$1,600 for all 4 events. Chair Johnson planned to do some recruitment for the day of responsibilities.

### **DISCUSSION**

The 22/23 Fiscal Year has \$2,000 budgeted for this event coordinator payment and there is \$830 remaining. The budget also includes \$2,000 of income for the event. If the commission recommends no changes to the budget for this event then any person assuming day of responsibilities would have a guaranteed \$400 in payment for 4 shows and commissions from collected booth fees.

Leslie Fellows has provide additional information on staffing options.

### **FISCAL IMPACT**

No impact if budget remains as planned.

### **ATTACHMENT**

1. Email from Leslie Fellows

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

## **Bryant, Nikki**

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**From:** Leslie Fellows <lesliefellows@yahoo.com>  
**Sent:** Thursday, March 23, 2023 9:39 AM  
**To:** Barreto, Kelly (kbarreto@ci.capitola.ca.us)  
**Cc:** Bryant, Nikki  
**Subject:** Sunday Art at the Beach 2023 - Jen/Slinger Morning Shift

Hi Kelly,

I spoke with Jen Slinger, participating artist for the last 20 years, and afternoon shift cover (5-6:30pm)--plus present throughout the day--for the last 2 years.

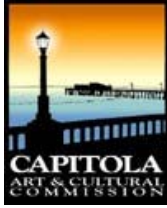
She is available to do all shows and willing to oversee the morning/set up shift (8:30-11am). As compensation, she requested \$60 space fee waived plus \$60 for a total of \$120. In previous years, just her space fee was waived but this year she is requesting an additional \$60, more than fair for the work/responsibility.

She is not willing to do the afternoon shift as this is the much more stressful/chaotic shift due to traffic and beach pick as you know. Please refer to event/summary reports over the years if needed.

Note that her husband assists her with her set up and anything else that needs to be done which is an asset.

Let me know your thoughts on this.

Thanks!  
Leslie



Item #: 5.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: Chair Johnson  
DATE: March 22, 2023  
SUBJECT: Village Decoration Policy: Banner Project

**RECOMMENDED ACTION:** Receive report and provide direction.

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### **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.

### **DISCUSSION**

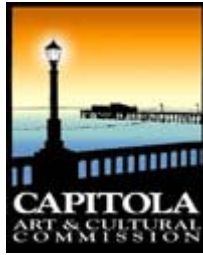
At the September 2023 meeting the subcommittee planned to discuss the current policy and identify changes that could be made.

### **FISCAL IMPACT**

Unknown Fiscal Impact

### **ATTACHMENT**

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



Item #: 5.e

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: Staff

DATE: March 22, 2023

SUBJECT: Fallen Tree in Lower Beach and Village Lot Art Proposal

**RECOMMENDED ACTION:** Receive art proposal revision from Anthony May 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 27<sup>th</sup>. The commission decided to conduct a second request for proposal which closed on October 4, 2023. The subcommittee reviewed all submission and presented to the Commission at the February 2023 meeting. The Commission moved to reach out to Anthony May for an installation proposal.

Subcommittee consists of Commissioner Mozumder and Commissioner Cahalen

### **DISCUSSION**

Staff contacted Anthony May to request an installation proposal. Anthony May provided presentation to the Commission at the March 2023 meeting. The Commission provided feedback and requested Anthony May to submit a revision.

### **FISCAL IMPACT**

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

### **ATTACHMENTS**

1. Revised proposal provided Artist Anthony May

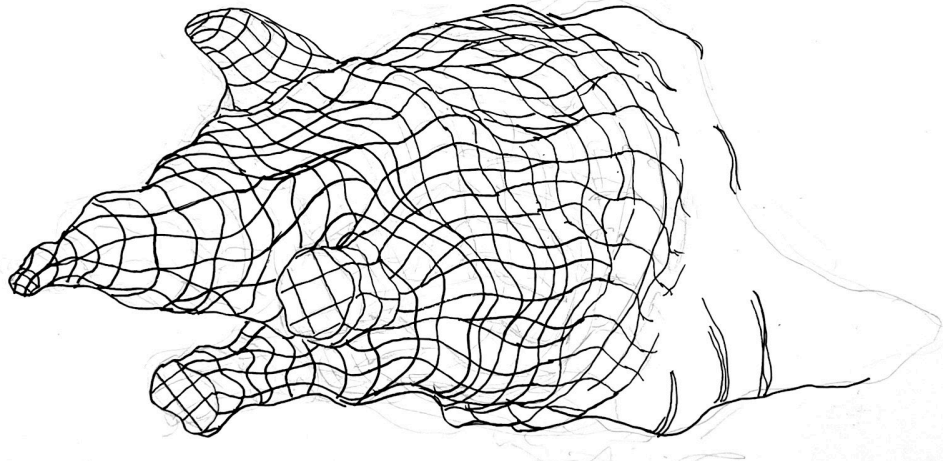
**Report Prepared By:** Nikki Bryant LeBlond  
Recreation Division Manager

**See Level**  
Anthony Heinz May



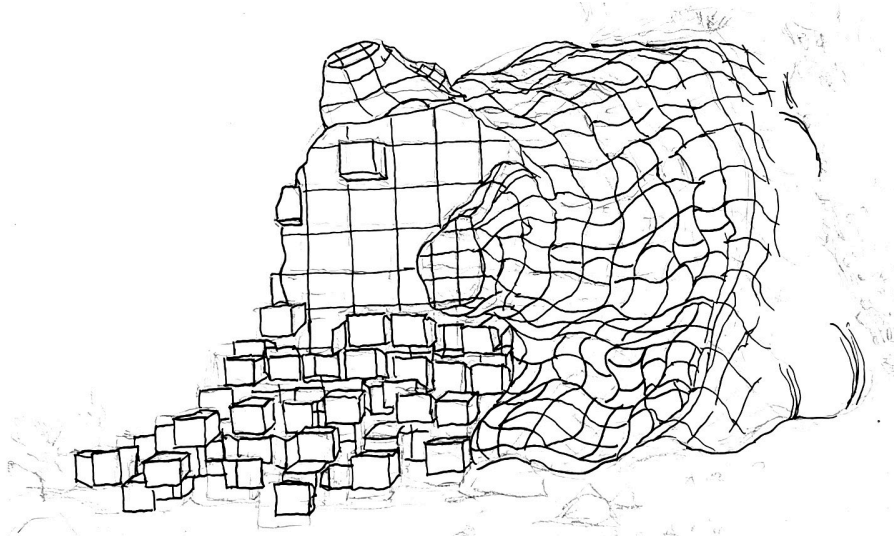
Tree Stump Art Proposal  
(Capitola, CA)





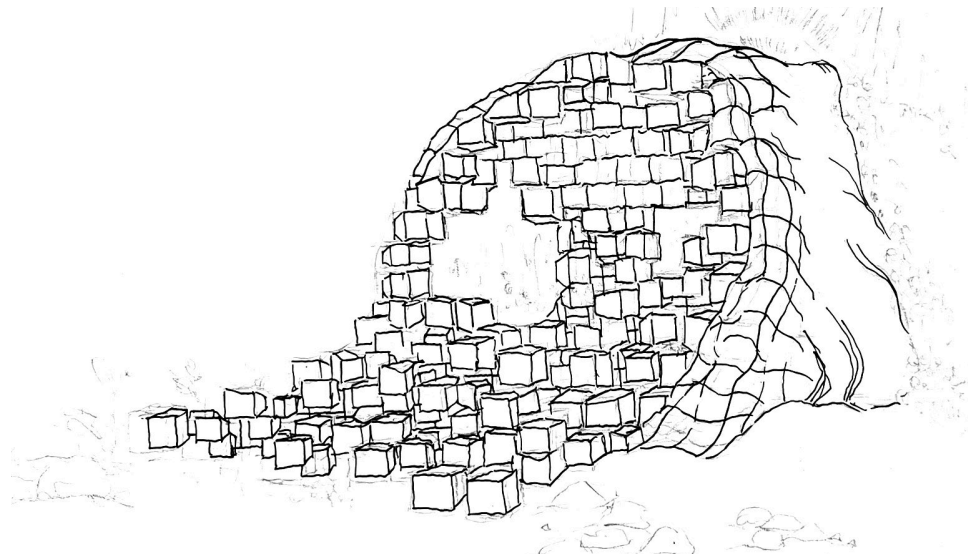
*Sketch Concept A*

Various sketch concepts in proposal portray different designs that could be created for the Tree Stump Art Project. A continuous artificial facsimile replaces what was once the whole Cypress tree as displaced by flooding of 2017 in Capitola. Designs appear as completely reconstructed wholes that are surrealistically broken/fragmented through modulation of physical space/time.



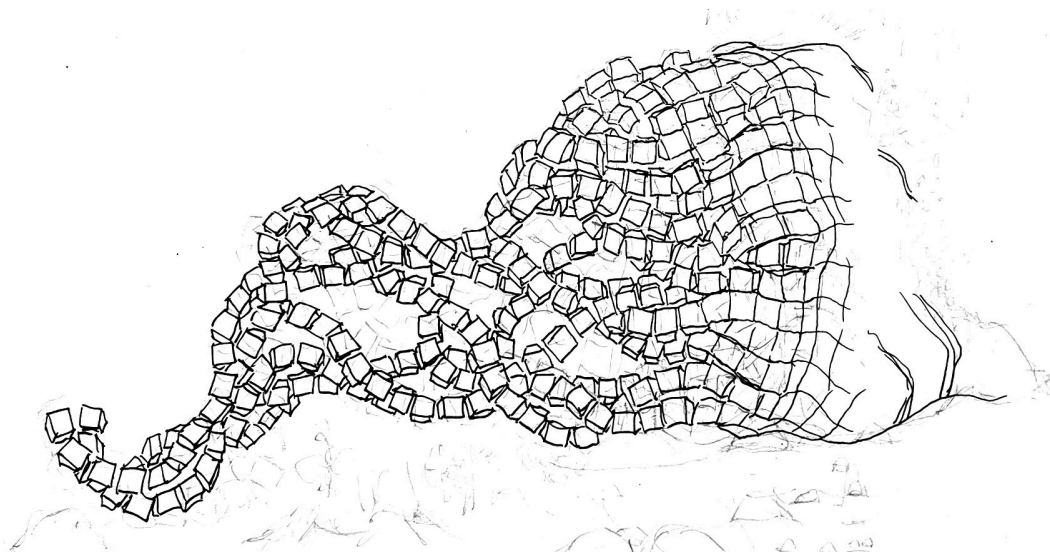
*Sketch Concept B*

Each design shows various morphed ideas of how the completed sculpture could look; my work is created site-specifically and dependent on material available for the creative process. My public artworks are built empirically and site-responsive to the area they are installed. All designs use similar methodologies with tested true construction using rebar and underground concrete footing anchors where necessary, to facilitate highest structural integrity of public art. My work is created/installed across numerous places in urban/rural/natural landscapes of US.



*Sketch Concept C*

These illustrations show the tree as altered/changed in “digital” reconstruction. This is in continuation of my public artworks as place-markers where nature appears affected by technological reconfiguration, like computerized glitches. Morphing of natural material into cubed assemblages simultaneously focus and blurs those lines that separate reality from artificial/virtual platforms of modernity in three-dimensional puzzles to engage modern issues.



*Sketch Concept D*

I employ the grid to develop broad statements about human interactions in nature. My work is based on overarching dialogues concerning relationships between nature/humans/technology. Modern issues involving energy abuse (overuse) from energy obsession and reliance on non-sustainable energy sources where hydrocarbon combustion from fossil fuels contribute to climate change (alongside human pollution), that ultimately destroy life on Earth. Grids are omnipresent in collective physical, digital and artificial human-constructed worlds; formation of the grid over nature as a matrix of geometric lines subjugate organic reality to human agendas.





Nature's Keystone  
Price Sculpture Forest

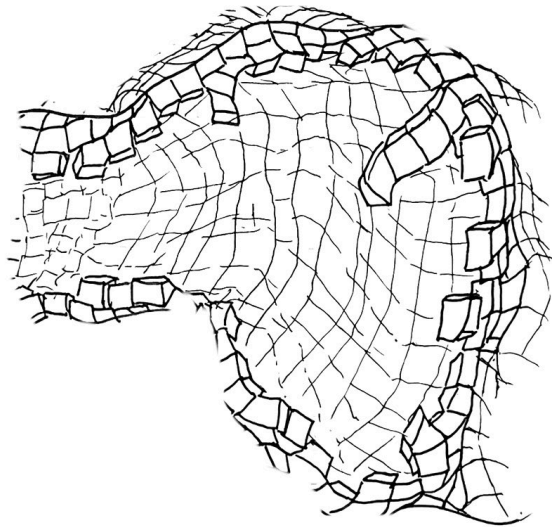
The range of designs offer combinations of how the sculpture in proposal would be installed on-site using the tree stump as base for cubes of wood material to attach to. Using rebar lengths embedded deeply into tree stumps, each rod is threaded with wood cubes to give a surreal sense of trees as if compromised by artificial realities constructed by humanity.



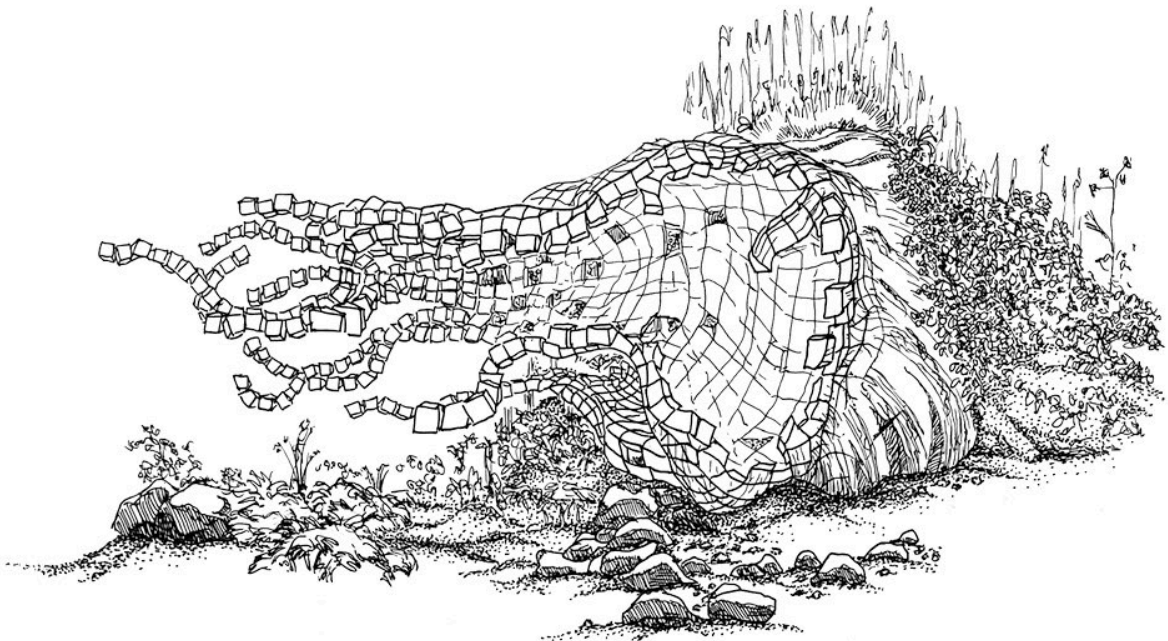
Where cubes of wood material meet the ground, a double reinforcing agent of underground concrete and rebar anchors hold cube conglomerates in place along with the rebar threading of cubes. This keeps my sculptures from being affected by vandalism and/or public tampering of sculpted forms. Variation of sculpture will depend on what is best suited for in-situ reconstruction. Each of my public artworks deal with a different set of criteria inasmuch hold similar concepts and aesthetic as forms of eco-aestheticism.

Armatures of cubed wood blocks attached are tightened in place through shaping, and then capped with end pieces that retain sculpted shape. Lengths of thick rebar with blocks of wood interweave itself in space and in new orientation from original growth of tree to appear in digital or artificial expansion/dissolve of nature. Once my composition is complete, and through the cinching of blocks in place, armatures maintain steadfast solid forms over time. Examples of realized work is attached herein.

Cavernous design concept in sketch below allows for the interior of sculpture to be seen, while illustrating it as offset by the geometric grid. The artificial (gridded) decomposition from inside the tree trunk is suggested by sieving of the tree material into cubed patterns. In this way the piece appears as if rotted by an unnatural process; block pieces are pulled from its natural core into space as a flow of material in wind, water or storm; fragments in dissolve by human mechanism. Wavelike and flowing components of the sculpture responds to the original destruction of the Cypress tree and capitalizes on the reality of the relations between nature, humans and technology. The result appears as a puzzle of nature where humans, as collective stewards of Earth, are promoted to better understand.



This fallen Cypress represents one of many place-markers for storms and subsequent flooding of recent years across California and Capitola. Erosion of land under this tree from its crest atop a ridge-line is a telltale sign of the current state of Earth in flux. Engulfed by sudden and frequent changes in landscapes, waterlines and reality, humans are evermore becoming aware of a changing world that is not independent of human action, and inasmuch, a result of inaction concerning eco-awareness and eco-pedagogies. My intention informs through particular visual aesthetics, a reflection of catastrophic events articulated by shifts in collective living space. These collective living spaces are not merely for humans but all life sustained by Earth.



*Sketch Concept E*

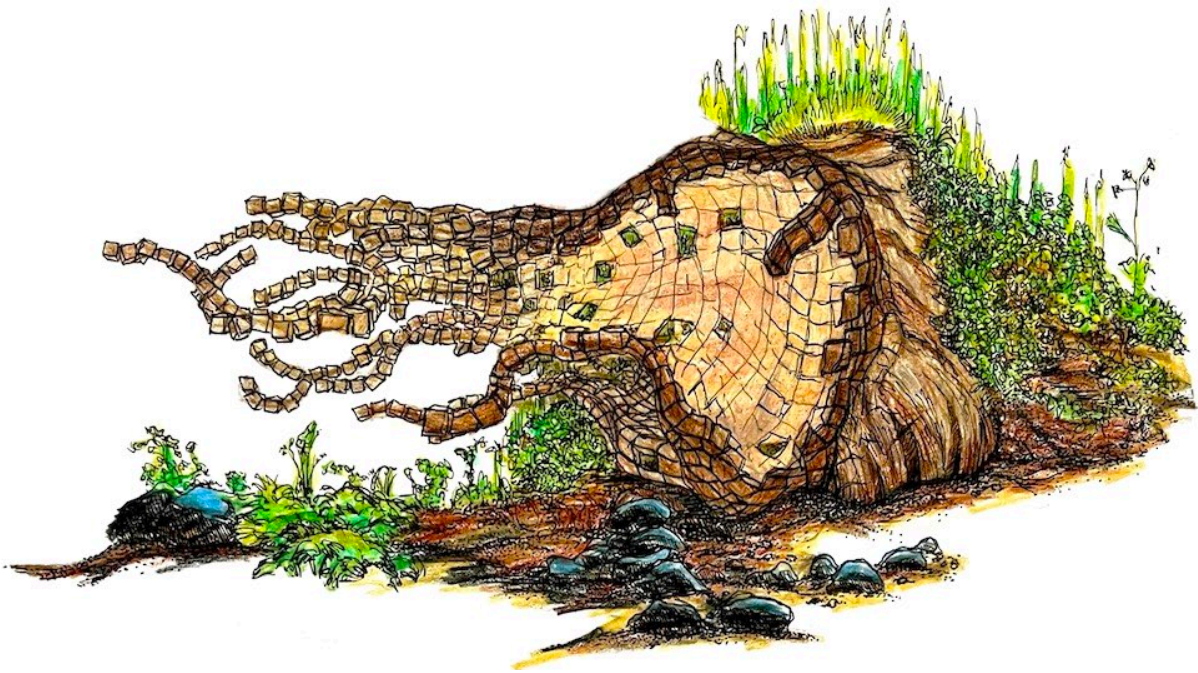


## See Level

See Level in title is a play on words originally meant to derive land-spatial measurement. An intentional malapropism of the word sea for see provokes gameplay for the reader to look at my sculpture as a puzzle. Sea levels are imaginary lines which land above/below tides fluctuate. See Level is an eye-line for seeing; the level at which eyes read surrounding spaces.

The images within this proposal support my intent to create a physical composition using remnants of the Cypress tree stump as a base for sculpture. The public installations of art I create involve an empirical process of (re)construction that responds to the environment. Mine is an in-situ process, and so I cannot portray exactly what will develop. My sketch concepts offer variation of designs for creating sculpture in submission to the Tree Stump Art Project.

Only the stump from this Cypress tree remains, so I plan to seek local parks services for possible materials from other Cypress trees in the area removed through stewardship of civic and park spaces. I will graft that material onto the stump base to appear as if the wood cubes of material came naturally from the tree stump. The material can also be replaced by other species of trees similar to Cypress such as cedar, etc. and/or lumber where needed. The creative build is determined by material available for integration into the final composition.



*Sketch Concept E (Color)*

A main point of interest for creating this sculpture is the surrounding area on location of the tree stump. The flora combined with the fluid/broken design of sculpture suggests a tree trunk as submerged, or underwater. In this way the sculpture appears to ebb and flow surreally away from the stump base in a pulling of the tide or by wave energy. See Level functions as a past/present/future state of the conditions of environmental change where parts of land above water are engulfed/submerged by water, where the flora above water translates to aquatic plant life and seabed environments. The Juan de Fuca line dotting the underbelly of West Coast Pacific Rim of North America provides a broken contour, affecting sea level averages there. See Level suggests awareness for human existence within this invisible, however very much real space.

## Project Timeline

My proposal is supported by various public art sculptures I have successfully realized and installed in several locations across North America. Through established techniques and without unforeseen issues during the process of creating my sculpture, I propose a maximum of two weeks stay in Capitola for development and install of sculpture for the public art project.

In past experiences of similar public artworks, commissioning agencies offered housing, travel/vehicle compensation, alongside workspace throughout creation of my work - to offset costs that would otherwise come from the commission stipend. I am in touch with a local maker's space called IdeaFab Labs who were supportive of me using their facilities for preparation of material for sculpture. I will seek to connect with Capitola parks services to gather dead/removed Cypress material local to the area and/or other suitable wood/lumber.

Designs shown in proposal are variations of how the public art work would be produced using forms, where the piece could have either low relief (close to tree stump base; see *Sketch Concepts A/B/C*) and high relief (expanding armatures through new spaces further away from stump base; see *Sketch Concepts D/E*). All of the compositions are based on what is best suited for the site, and will most likely consider all variations in the final and actual production.

## Supporting Public Artwork



Suborderdnation (sic)  
Tamarac/N. Lauderdale, FL





Beyin Withond (*sic*)  
Cherry Hills Art Village Art Commission  
Denver, CO





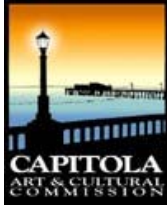
Roost and Puddle  
Cultural Arts Alliance of Walton County MAT Commission  
Watersound, FL





Ten Twenty-Nine Twelve  
RISE (Rockaway Initiative for Sustainable Equity) Commission  
Queens - New York City, NY





Item #: 5.f

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: Staff

DATE: March 22, 2023

SUBJECT: Plein Air

**Recommended Action:** Receive Staff Report

---

### **BACKGROUND**

The Capitola Plein Air event is a seven-year-old event that has been largely organized and implemented by the commission and volunteer time. An evaluation of purchasing activity and budget for the event has occurred at a Staff level.

Commissioner Hill serves as the Plein Air subcommittee chair.

### **DISCUSSION**

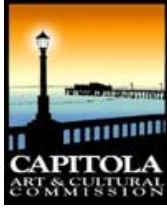
Staff has recently met with Chair Johnson and Vice Chair Hill regarding the program budget for Plein Air and the process for purchasing and invoicing. Staff will be creating dedicated revenue and expenditure accounts within the City accounting system to account for Plein Air revenues and expenses. This will allow the Plein Air event to maintain any revenue generated in excess of expenses within the budget for future events. Staff and commissioners look forward to the revision in process and the opportunity it will provide for the future of the event. Staff will provide guidance for the commission as the adjustment in planning takes place.

### **FISCAL IMPACT**

The Plein Air event will be tracked in the FY 2023/24 budget as other similar Art & Cultural Commission events.

### **ATTACHMENT**

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



Item #: 5.g

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: Commissioner Orantes  
DATE: March 29, 2023  
SUBJECT: Fete de la Musique: World Music Day

**Recommended Action:** Receive Commissioner Orantes Report and consider forming a subcommittee.

---

### **BACKGROUND**

The Fete de la Musique, also known as World Music Day, is an annual music celebration that takes place on the 21<sup>st</sup> of June each year. This is also the longest day of the year. On World Music Day, citizens and residents are urged to play music outside in their neighborhoods or in public spaces and parks. Currently there are celebrations in 700 cities and 120 countries.

### **DISCUSSION**

Discuss proposed event and consider forming a subcommittee. Provide direction.

### **FISCAL IMPACT**

This event is in proposal and would need to be incorporated in the Art & Cultural program budget.

### **ATTACHMENT**

1. Make Music Tool Kit
2. Make Music Press Release Template

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



JOIN THE WORLDWIDE CELEBRATION OF MUSIC!



# MAKE MUSIC

JUNE 21

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@MakeMusicDay



MAKEMUSICDAY.ORG | #MAKEMUSICDAY

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**NAMM**<sup>®</sup>  
Foundation



# 1 What is Make Music Day?

## What is Make Music Day?

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Make Music Day is an annual celebration that occurs each June 21, when people in more than 1,000 cities around the world make music together on the summer solstice.

In 1982, Jack Lang and the staff of France’s Ministry of Culture created a new kind of musical holiday they called Fête de la Musique, which means both “festival of music” and “make music!” They imagined a day where free, live music would be everywhere: street corners, parks, rooftops, gardens, storefronts, and mountaintops.

Today, Make Music Day has become an international phenomenon, with millions of musicians of all styles, all ages, and all skill levels reimagining their cities as stages, and using music to spread joy to their communities. And Make Music Day is spreading quickly in the United States.

## Why join Make Music Day?

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Make Music Day **brings joy, inspires creativity, and transforms communities**. It celebrates and promotes the natural music maker in all of us, regardless of ability. Make Music Day events turn sidewalks and streets into impromptu stages; let amateur musicians share their passion and gain confidence; and give established artists in all genres a chance to perform for new audiences. Special Make Music Day initiatives, like free instrument lessons and “Mass Appeal” events, invite everyone to join—even if they’ve never picked up an instrument before in their lives.

And for those whose life’s work is to create more music-makers, it’s the perfect opportunity to **spread the message of musical participation**. Over the years, Make Music Day has earned billions of media impressions.

By hosting Make Music Day events, music instrument retailers and manufacturers can capitalize on this opportunity to get everyone talking about the power of music, and the joy of making it yourself.

## Who Participates in Make Music Day?

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Currently, plans are underway by local organizers in 1,000 cities in 120 countries to hold official, citywide celebrations of music on Wednesday, June 21 with free, openly accessible concerts, music lessons, and participatory performances. Many others in smaller communities - including music stores - are planning their own events on June 21 and organizing music events for their neighborhood, for their block, or for their parking lot.

In 2023, nearly 100 cities nationwide will join the celebration. You can find links to participating cities and ways to get started at [makemusicday.org](https://makemusicday.org).



Looking to do an online event for Make Music Day? Visit [makemusicday.org](https://makemusicday.org) for project ideas and updates





#MakeMusicDay



## 2 How to Get Involved

### Does Your City Have a Local Music Day Chapter?

Visit [makemusicday.org](https://makemusicday.org) to find a list of official Make Music Day cities

If your answer is...

YES

CONNECT  
LOCALLY

#### 1. Introduce yourself to your local organizer.

They are there to help promote your event, coordinate it with others nearby, and secure permits (if required). Find their website and contact info at [makemusicday.org](https://makemusicday.org).

Aside from hosting a Make Music Day event of your own, consider:

- Offering to serve on the local Make Music Day organizing committee and host meetings in your store.
- Providing materials or equipment for Make Music Day events.
- Reviewing options for your company logo to be visible as part of a Make Music Day event.

#### 2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. If you have a sidewalk in front of your store, or a parking lot, front porch or a nearby park, these can be great options.

#### 3. Register your location on the local Make Music Day website.

Make Music Day cities use an online registration platform where you can easily sign up and provide the details of your event. Once you register, if a permit is required for what you want to do, the local organizer will secure it for you or tell you what to do next. If you want to use a large public space, check in with the organizer first to see what's available.

If your answer is...

NO

CONNECT  
NATIONALLY

#### 1. Introduce yourself to the national Make Music Day organization.

If your community does not have a local Make Music Day branch, you can still be included in relevant national promotions. Email Aaron Friedman at the Make Music Alliance ([aaron@makemusicday.org](mailto:aaron@makemusicday.org)) with a few sentences about what you're interested in doing for Make Music Day.

#### 2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. We suggest choosing a location on private property where permits are not a concern. You can also think about partnering with a local school, community center, library, park, or church and using their space.

#### 3. Register your location on the national Make Music Day website.

Visit [makemusicday.org/cities/other/](https://makemusicday.org/cities/other/) and fill in your event information. Don't worry if you don't have all the details confirmed yet – you can always make updates later.



## 2

### How to Get Involved (Continued)

## You are now ready to plan your event!

### Ideas for Make Music Day Events:

- **Invite your customers or community groups to participate in a public, hands-on, music-making event at your business or at a local park.**
  - Host an outdoor drum circle.
  - Teach first-time musicians how to play the ukulele or harmonica, virtually or in person.
  - Host an outdoor guitar strum-along for customers and community members.
  - Invite musicians to meet up outside a local nursing home and play “window serenades” to those inside.
- **Host a day of outdoor concerts/showcases/open mics for the lesson-taking students in your community.**
  - If you’re in an area with a local Make Music Day organizer, reach out to them for help promoting your event to musicians and media all over the city.

### • Case Studies: Videos from NAMM Members

Music retailers and suppliers around the country have found their own creative ways to make an impact with Make Music Day.

[Click here to hear their stories.](#)



For advice and more information on getting involved, contact Aaron Friedman at [aaron@makemusicday.org](mailto:aaron@makemusicday.org).





### 3 Publicity Resources

#### Resources:

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A variety of resources are available to help you plan your Make Music Day event.

[makemusicday.org/media/event-toolkit/](https://makemusicday.org/media/event-toolkit/)

#### Media Release Templates:

- Press Release: Announce your participation in Make Music Day.
- Media Advisory: Use close to your event to provide specific details.

#### Social Media Assets:

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A variety of social media assets are available to use

[makemusicday.org/media](https://makemusicday.org/media)

**Official hashtag:** #MakeMusicDay

#### Make Music Day Social Media Accounts

Connect with Make Music Day on Social Media:

 Facebook: [facebook.com/makemusicday](https://facebook.com/makemusicday)

 Twitter: [twitter.com/makemusicday](https://twitter.com/makemusicday)

 Instagram: [instagram.com/makemusicday](https://instagram.com/makemusicday)

#### Websites:

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Make Music Day:

[makemusicday.org](https://makemusicday.org)

#### Questions?

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Contact:

Make Music Alliance – Aaron Friedman  
[aaron@makemusicday.org](mailto:aaron@makemusicday.org)

NAMM Public Relations  
[publicrelations@namm.org](mailto:publicrelations@namm.org)







**<Insert Name of Company> Celebrates Make Music Day with <Event>**  
**<Town/community name>** participates in global celebration  
of making music on the longest day of the year

**<CITY>, <State> (<Date>)** — **<Name of Company>** joins the Make Music Day **<If there is a local Make Music City event in your area, mention it here as well>** celebration with a **<Insert brief event description>** on Wednesday, June 21, 2023. Make Music Day is a one-day event where free, live musical performances, opportunities to make music and other musical events take place around the world on the longest day of the year. Musical festivities in **<city/town>** are part of a global celebration of music making in over 1,000 cities inspired by France's *Fête de la Musique*.

**<Name of Company>** invites everyone from professional musicians to people who have never picked up an instrument to join in the global music celebration by attending **<event.>** **<Insert details about event, place, time it begins and ends, and what participants can expect to see/hear/do.>**

**<Insert "QUOTE" from company spokesperson about Company's participation in Make Music Day and how making music positively affects community.>**

Music has been shown to strengthen social connectivity, reduce stress, lower blood pressure, stimulate memory, and is integral to a well-rounded, enjoyable life. By participating in Make Music Day, **<Company>** and **<Town/Community>** encourage every form of music making.

National Association of Music Merchants (NAMM) members and partners from coast to coast, including **<Company>**, will join in their communities' celebrations of Make Music Day. June 21 is the perfect day to check out a local music store for some gear or to come together and play – whether it's for the first time or the thousandth.

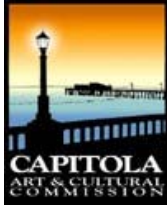
**<Company contact information>**

### **About <Company>**

#### **About Make Music Day:**

Held annually on June 21, Make Music Day is part of the international *Fête de la Musique*, taking place in more than 1,000 cities across 120 countries. The daylong, musical free-for-all celebrates music in all its forms, encouraging people to band together and play in free public concerts. This year, over 100 U.S. cities are organizing Make Music Day celebrations, encompassing thousands of concerts nationwide. Make Music Day is presented by the NAMM Foundation, and coordinated by the Make Music Alliance. For more information, please visit [www.makemusicday.org](http://www.makemusicday.org).

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Item #: 5.h

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 11, 2023

FROM: STAFF  
DATE: March 22, 2023  
SUBJECT: Retreat Agenda

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**Recommended Action:** Approve the Retreat Date and Time and develop agenda.

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### **BACKGROUND**

The Capitola Art and Cultural Commission holds an annual retreat to establish its upcoming year goals and plans in a longer format meeting.

Commissioner Cahalen has offered her home for the retreat. Staff sent out a Doodle poll to Commissioners with date and time options. April 15<sup>th</sup> from 10 am to 1 pm was the time that worked for the most commissioners.

### **DISSCUSSION**

Develop agenda.

### **FISCAL IMPACT**

### **ATTACHMENT**

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