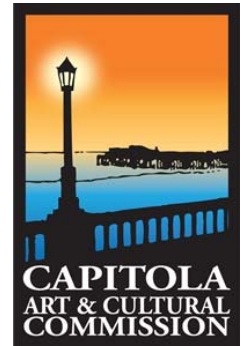


# City of Capitola

## Art & Cultural Commission

### Tuesday, April 9, 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 March 12, 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. **Capitola Wharf Enhancement Project-Mosaic Art:** *Review mosaic art design for Capitola Wharf Enhancement Project.*
    - b. **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.*
    - c. **Begonia Festival Commemorative Public Art Project:** *Receive revised concept from selected project artist and recommend project for contract and Council presentation.*
  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.*

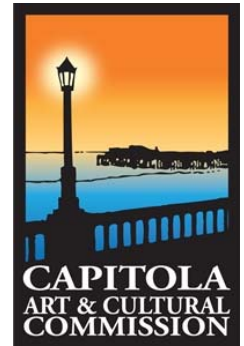
*Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal 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, 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, 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 6:35 PM. In attendance: Beltramo, Christiansen, Hill, Major, Wallace, Johnson. Absent: Cahalen, Clarke

#### 2. Additional Materials:

None

#### 3. Public Oral Communication

Gorin Klepic

Geoffrey Nelson

#### 4. Commissioner Comments

Vice Chair Hill commented on Palace Tabling event; received \$100 give certificates for program expenses. Next event August 17 & 18, 2024

Commissioner Christiansen commented on an interested applicant

#### 5. Staff Comments

Staff commented on the return of the Portland Loo and Goldlust Artist shipping sample in a few weeks.

#### 6. Approval of Minutes- Regular Meeting February 13, 2024

Motion to approve the Minutes: Commissioner Beltramo

Second: Commissioner Christiansen

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

#### 7. Program Reports

a. **Twilight Concerts:** Report Out

b. **Art at the Beach:** Written Report

c. **Movies at the Beach:** Report Out

d. **Plein Air:** Report Out

#### 8. General Business

a. **SUESD Park & Washburn Art Proposal**

Report given by Staff. Soquel Union Elementary School District (SUESD) staff presented Park & Washburn retaining wall art concept. Commissioner Wallace commented on the concept and inquired about the schools that would participate. Commissioner Beltramo commented on artistic consistency and graffiti concern. Chair Johnson commented on the

art being recognizable by people driving by. Commissioner Christiansen commented on less negative space. Vice Chair Hill inquired about student accessibility.

Public Comment: None

Motion to approve: No action. Received presentation

**b. Village Streetlight Banner Project**

Report given by Staff. Adjusted scope of project. Staff directed to research artist process and report back.

Public Comment: None

Motion to approve the Banner Project committee to consist of Commissioner Cahalen, Vice Chair Hill, Chair Johnson, removing Commissioner Beltramo: Commissioner Major  
Second: Commissioner Wallace

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

**9. Future Agenda Items**

Begonia Art Project, SUESD, CWEP mosaics

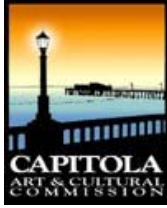
**10. Adjournment**

The meeting was adjourned at 8:22 PM to the next regular Art & Cultural Commission meeting on April 9, 2024.

ATTEST:

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Nikki Bryant LeBlond



Item #: 7

# ART & CULTURAL COMMISSION

## Program Reports

FROM: Committee Chairs and Staff

DATE: April 1, 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:

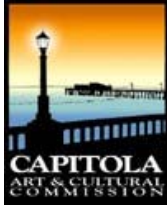
- 1) Twilight Concerts: Commissioner Wallace, Commissioner Beltramo and Commissioner Cahalen sit on the committee.
- 2) Art at the Beach: Chair Johnson, Vice Chair Hill and Commissioner Cahalen sit on the committee.
- 3) Movies at the Beach: Commissioner Cahalen and Commissioner Christiansen sit on the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

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



Item #: 8.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 9, 2024

FROM: Staff  
DATE: April 9, 2024  
SUBJECT: Capitola Wharf Enhancement Project – Mosaic Art

**Recommended Action:** Review mosaic art design for Capitola Wharf Enhancement Project

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### **BACKGROUND**

As part of the Wharf Resiliency and Public Access Improvement Project, community volunteers have come together to raise private donations for the Capitola Wharf Enhancement Project (CWEP). This initiative aims to introduce new and upgraded amenities to Capitola Wharf, enhancing its usability for the community.

The CWEP incorporates a significant art component to elevate the cultural and aesthetic appeal of the project. While conceptual plans for the art components, including the gate and entry design, were approved by the commission on December 12, 2023, the final gate design and location of donor features were approved during a special meeting of the Planning Commission on March 27, 2024, but not the art itself.

Subsequently, the City has engaged Kathleen Crocetti to complete the mosaic art feature on the entry gate and the donor feature. Feedback has been solicited through three public meetings to refine the project scope, informing the final designs. Although not obligatory, the artist has requested that the Art and Cultural Commission review the final artwork design, given their regular oversight of public art in the City.

### **DISCUSSION**

The approved gate and wall design maintain the existing archway's aesthetics, with the addition of tiled mosaic panels created by local artist Kathleen Crocetti. These panels will be recessed and framed by fluted stone, integrating seamlessly into the entryway's structure (Figure 1).

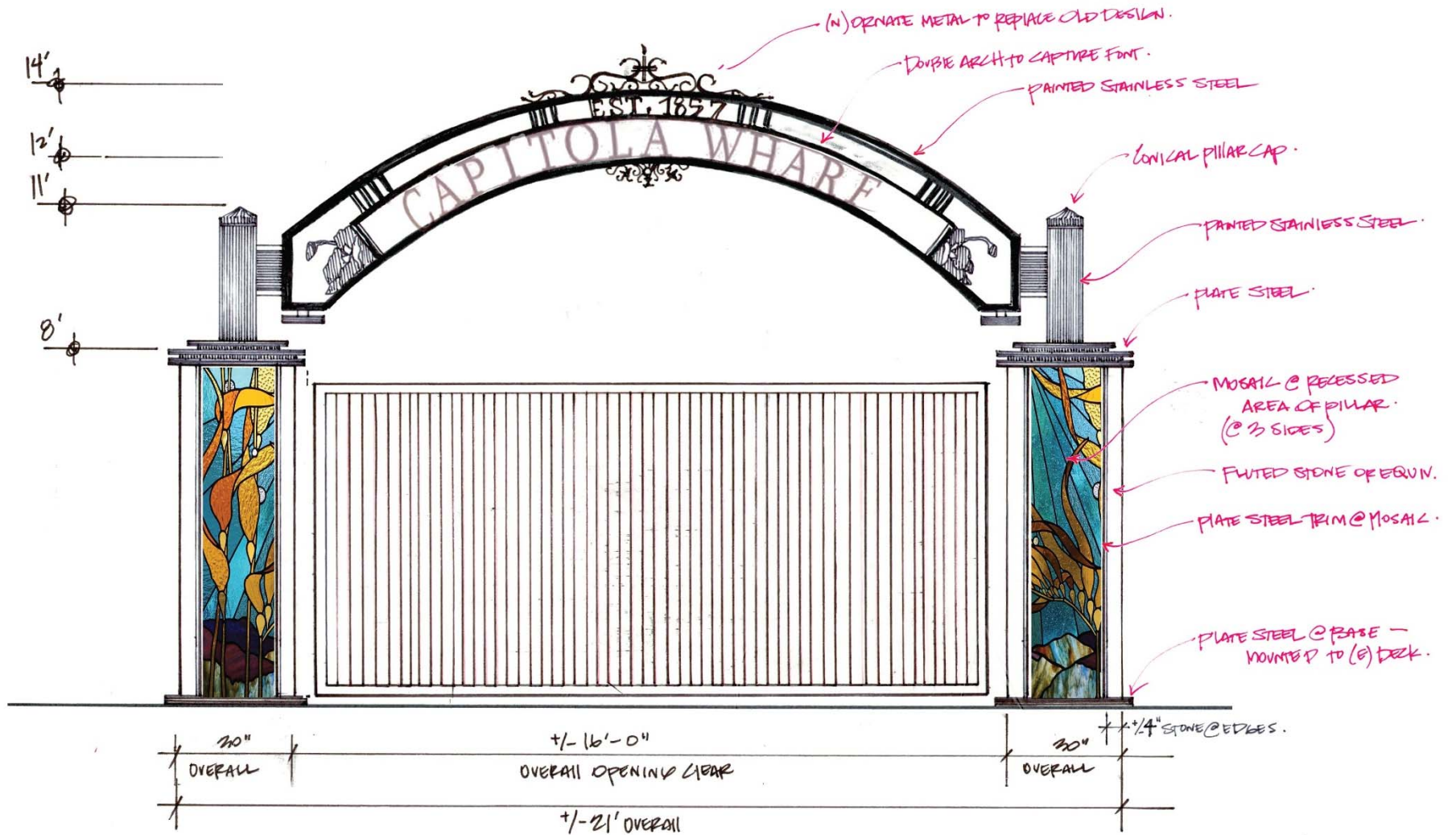
Additionally, the wharf enhancements include the installation of seven recognition panels on the railing, listing the names of individuals and entities contributing to the CWEP (Figures 2 and 3).

While placeholder examples of artwork are provided, the final art will adorn the entry gate, with the donor panels depicting an underwater scene. Visuals of this art will be presented during the meeting, given the timing of the Planning Commission approval shortly before the agenda's publication.

### **FISCAL IMPACT**

Funds raised specifically for the CWEP will cover the expenses associated with these public art pieces. No public art funds will be allocated for this project.

**Report Prepared By:** Jessica Kahn, Public Works Director

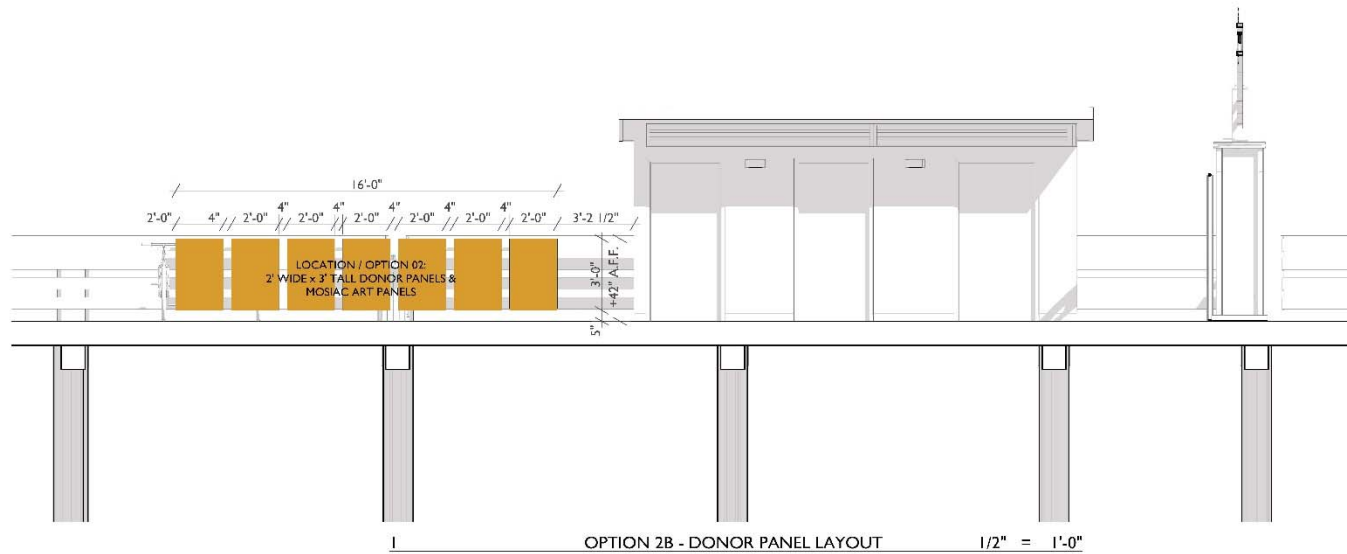


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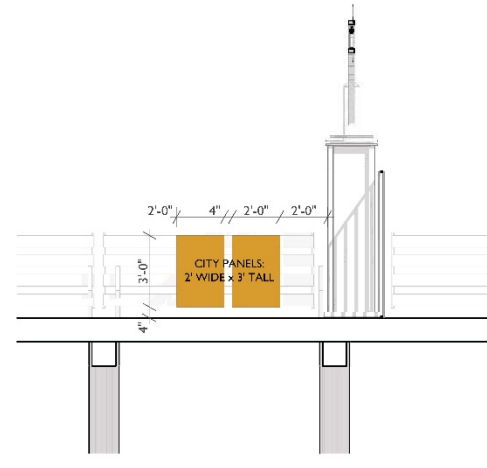
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Figure 1. Wharf Entry Gate



OPTION 2B - DONOR WALLS MOUNTED TO THE INSIDE OF GATE ENTRY - BETWEEN THE BIKE RACKS & THE BATHROOM

2205024-2-03 TM



**CAPITOLA WHARF**  
1400 Wharf Rd - Capitola  
CA, 95010

**fuse** architects + builders  
910 Capitola Ave • Capitola • California • 95010  
fusearchitects.com 854.478.8235

Project Submitted Record

| Section | Date       | Issue Description      |
|---------|------------|------------------------|
| I       | 08/07/2024 | PLANNING SUBMITTAL     |
| I       | 08/14/2024 | PLANNING ARCHITECTURAL |

Seal/Signature

Project Name  
Capitola Wharf

Accessor's Parcel Number  
APN #: 123-456-78

Sheet Title  
OPTION 2B / DONOR PANEL LAYOUT

Scale  
As Indicated



**A6**

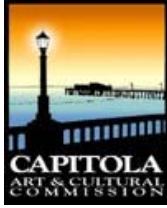
G. HUSE ARCHITECTS - 5011/2185 2023

**Figure 2. Donor Panel Layout**





Figure 2. Donor Panel Rendering



Item #: 8.b

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 9, 2024

FROM: Staff  
DATE: April 2, 2024  
SUBJECT: SUESD Park & Washburn Art Proposal

---

**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 concept and incorporated feedback from the March 2024 Art & Cultural Commission meeting for commission feedback. The Commission is to provide feedback on the final concept.

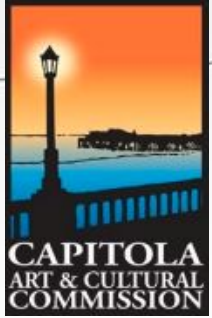
### **FISCAL IMPACT**

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.

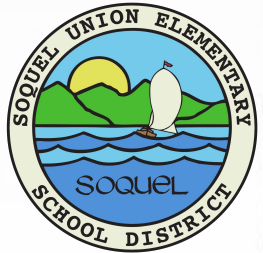
### **ATTACHMENT**

1. SUESD Revised Community Tile Project Proposal version # 2

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



# Soquel Union Elementary School District and City of Capitola Joint Beautification Project



Presentation Part 2  
April 2024

# Background

The original Proposal was presented to the City of Capitola in August 2023, and represented the idea spurred by a well known educator in the Soquel Union Elementary School District who, as member of the community, noticed that the cement wall on Washburn was an amazing open canvas for a potential joint art project, which could possibly curb graffiti.



## Soquel Union Elementary School District

620 Monterey Street  
Capitola, CA 95010

### Community Tile Project Proposal (draft)

August 2, 2023

#### 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.

#### 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. (There would be approximately 1600 3"x3" tiles in all.)
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

It is our proposal for the City of Capitola to join us in the beautification project in any way possible, beginning with approving the proposal outlined in the milestones below.

#### MILESTONES

##### August-September 2023

Approve project proposal.

##### October-December 2023

Students and staff engage in standards-based science and social science lessons to generate new social and environmental knowledge relevant to our community.

##### January-May 2024

Through our district's expanded learning opportunity program (ELOP) grant, bring in students from Transitional Kindergarten through Grade 8 to create artful tiles, and prepare them for application.

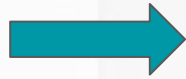
##### June-July 2024

Host a ground-breaking ceremony before the tile application process and partner with the city for the labor of such an application.

Thank you for your consideration.

# Art Proposal: Specifications

Specifications of the project include the installation of student produced high quality tile art organized and design formatted by Roy Segura and Soquel Union Elementary School District staff support.



## **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.

# Arts Proposal: Themes

The themes associated with this beautification project reflect the wonders of the great City of Capitola, including biomes, history, etc. that students have learned about in schools and as active members of the community.



## 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.)

# Art Proposal: Install

The installation of the tiles is expected to occur in the summer of 2024. The installation will be overseen by Roy Segura, though the installer will be funded by the City of Capitola.

## **INSTALLATION FOR SUMMER 2024**

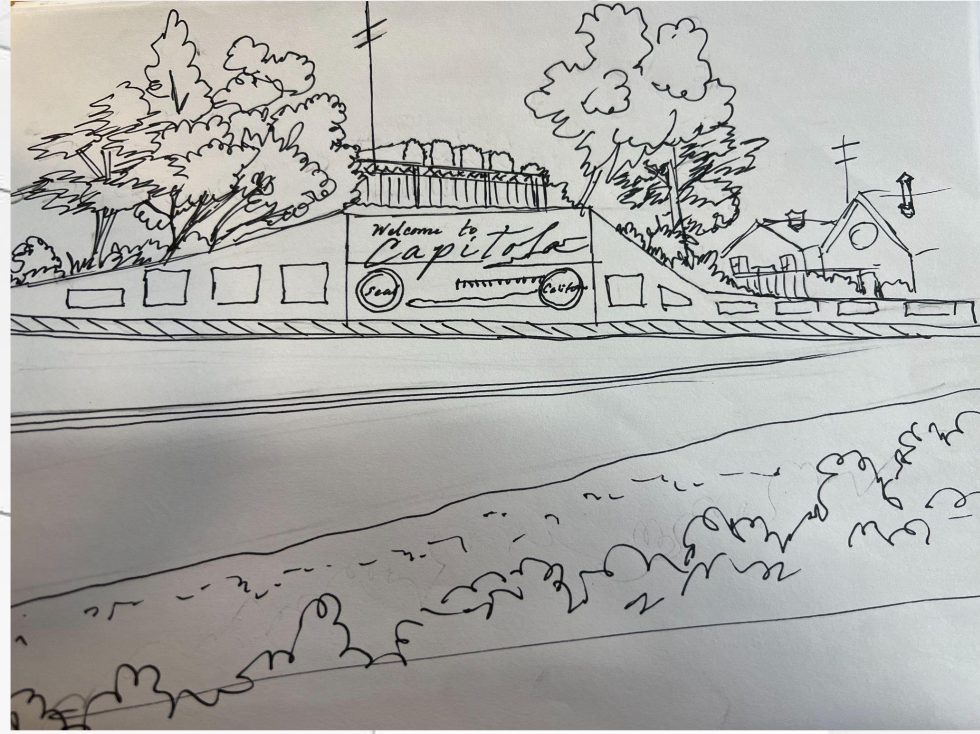
All tile work will be gathered and arranged based on the themes, and amounts. The work needs to be analyzed to calculate aesthetic arrangement.

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

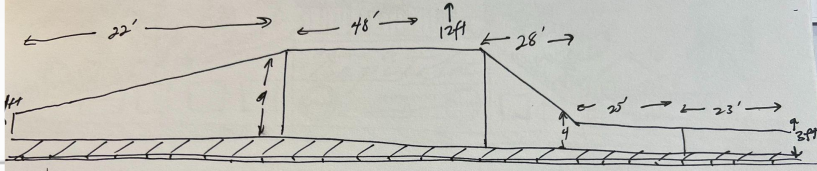
Collect tile in selected boxes with groupings.

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

# Preliminary Sketches



## DIMENSIONS

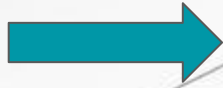


- Community involvement from local Schools
  - Wall is often graffiti
  - Educational Activities
- CHALLENGES:
- 1) Size of Wall
    - Much to cover.
    - suggest to paint part with sign
    - keep tiles for limited area
  - 2) Amount of tiles:
    - enormous job to have every child paint one
    - Size of tiles should be minimal 6x6
    - Suggest "mini murals" rather than individual
  - 3) Time
    - Individual work may take 2-3 hours once image is designed
    - Amount of students work needed is (can be estimate (number?))



1st Large Scale Mock-up

Digital Representation



# 1st Ideas on Tile Configurations

Full Scenes



or Banner Orientation

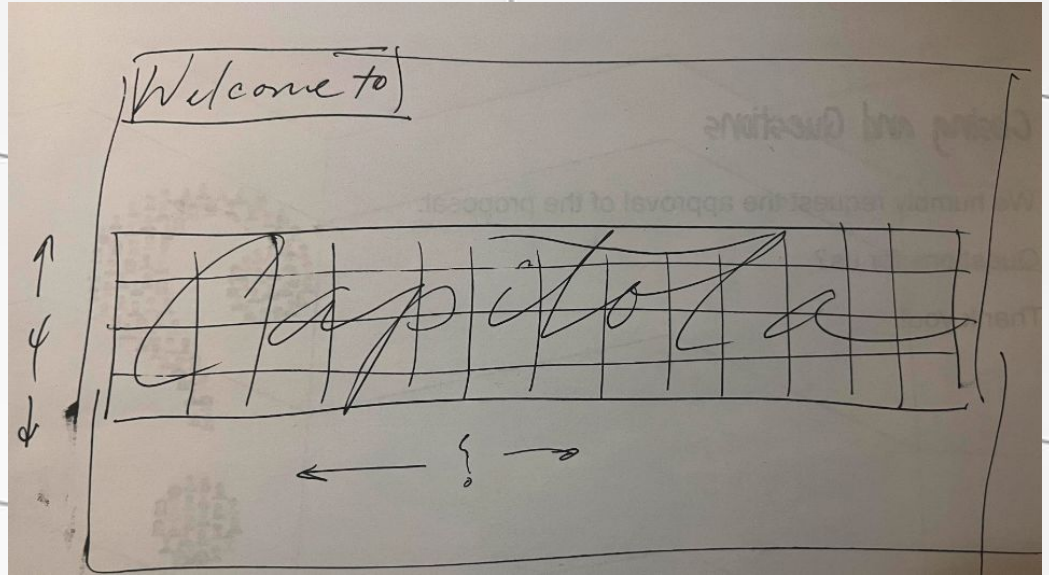
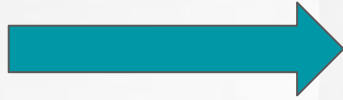


# Comments from Arts Commission

- Consider Readability for drivers.
- Like the banner-type of Layout
- Like signage - "Welcome to the City of Capitola"
- Materials and durability questions
- Quality of art on tiles when generated by students

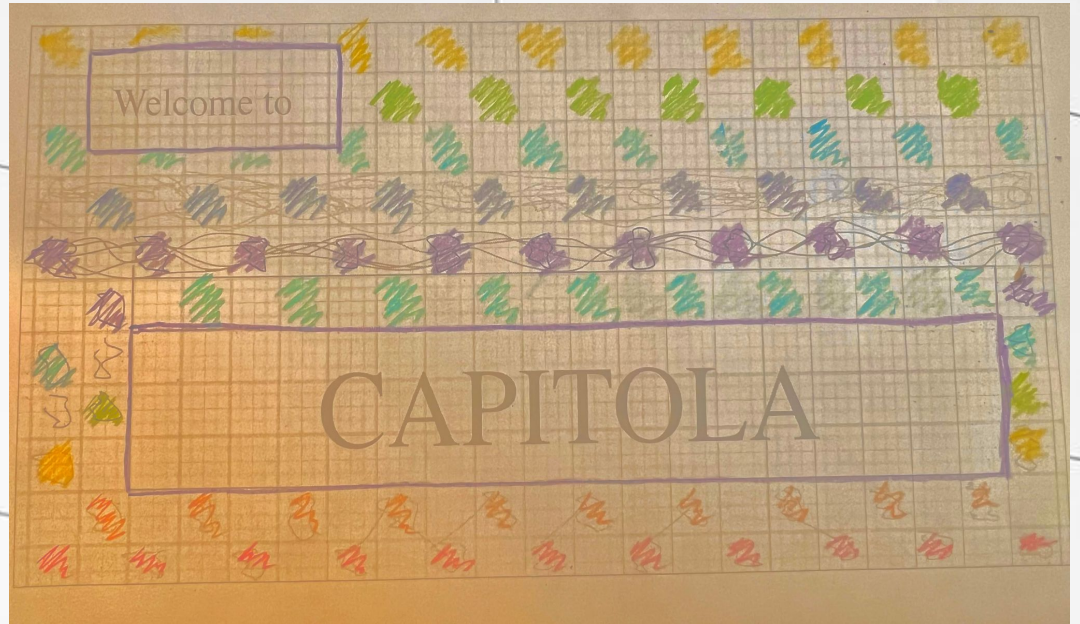
# Back to the Drawing Board

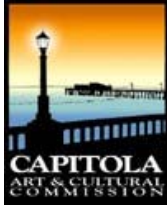
Quick Sketch of Higher Readability Design



# Draft 2

Font may differ (i.e. script...)





Item #: 8.c

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF April 9, 2024

FROM: Staff  
DATE: April 1, 2024  
SUBJECT: Begonia Festival Commemorative Public Art Project

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**Recommended Action:** Receive revised concept from selected project artist and recommend project for contract and Council presentation.

---

### **BACKGROUND**

The Commission approved a committee to work on a Public Art project for the Begonia festival and choose the park next to Soquel Creek by Stockton Ave as the installation location. The Begonia Festival has offered to contribute funds to the project. Commissioner Hill is the Chair of the committee. City Council was informed about the project at the October 13, 2022 Council meeting. The committee consists of Chair Johnson, Vice Chair Hill & Commissioner Cahalen.

A Call to Artist was released on March 10, 2023 for the project and the deadline for submission passed on April 30, 2023. At the July 2023, the Commission received 3 presentations from the three (3) selected artists; Lea de Wit, Adrian Litman and Geoffrey Nelson. The committee decided to proceed with Geoffrey Nelson for further development of the concept.

### **DISCUSSION**

The Begonia Festival Commemorative Art Project committee provided feedback to the selected artist Geoffrey Nelson who is to present the revised concept.

**FISCAL IMPACT** Project costs from the Public Art fund will be \$20,000 with a matching contribution from Beach Festival. The Public Art Fund currently has a balance of \$171,667 and the commission has \$55,500 committed to current projects.

### **ATTACHMENT**

1. Begonia Public Art Concept Image

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

