

# CAPITOLA

## ART & CULTURAL COMMISSION

### MEETING AGENDA

Tuesday, July 12, 2022 6:30 p.m.

Capitola City Council Chambers

420 Capitola Avenue

1. Call to Order
2. Approval of Agenda-
3. Public Oral Communications-
4. Approval of Minutes - May 10, 2022
5. General Business –
  - a. Plein Air
  - b. Summer Events
  - c. Annual Report
  - d. Tree Stump Art Project
  - e. 41<sup>st</sup> Avenue Art Project
  - f. Begonia 5<sup>th</sup> Year Commemoration
  - g. Begonia Art Project
  - h. Railing Project
6. Commissioner Reports-
7. Staff Report-
8. Commissioner Communications-
9. Future Agenda Items –
10. Adjournment

#### Commission Members

Roy Johnson - Chair

Laura Alioto

Mary Beth Cahalen

Courtney Christiansen

Laurie Hill

Susan McPeak

Kelly Mozumder

Sam Storey

James Wallace

#### Staff Representatives

Kelly Barreto &

Larry Laurent

*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.*

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

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

**CAPITOLA**  
**ART & CULTURAL COMMISSION**  
**DRAFT MEETING MINUTES**

**Tuesday, May 10, 2022 6:30 p.m.**

**420 Capitola Ave**

**City Council Chambers**

1. **Call to Order-Roll Call:** Present: Wallace, Hill, Johnson, Mozumder, McPeak, Cahalen, Hill, Storey, Alioto  
Absent: Christiansen
2. **Approval of Agenda-** M/S Cahalen, Storey
3. **Oral Communications-** None
4. **Approval Minutes - March 8, 2022-** M/S McPeak/Johnson
5. **Approval Minutes - April 12, 2022 –** M/S Johnson/Storey
6. **General Business-**
  - a. **Plein Air:** Commissioner Hill reported on event. Progress has been a bit bumpy, NBMS auditorium is not available due to election. Reached out to mall and Jade Street. Sears building is not available, but Jade Street is available. Commissioner Cahalen asked if we could reserve for 2023 now. Commissioner Hill said that it has been difficult to reserve very far ahead. Will meet with Nikki at Recreation. May need to revisit the date in future years. Will move forward with invitational event this year due to reduced size of the facility. Parking is a concern at Jade Street.
  - b. **Summer Events:** Staff reported on status of the events and sponsorship. Commissioner Storey asked for list of sponsors be sent to the commission.
  - c. **Tree Stump Art Project:** Commissioner Mozumder reported on the status of the project. The draft call to artists is attached. Chair Johnson made some suggestions. Commissioner McPeak asked for clarification in the submission section. The commission felt a \$10,000 budget was appropriate and \$250 stipend for the proposal. Commissioner McPeak mentioned that we should exclude the use of electrical current in project.
  - d. **Begonia Commemoration:** Commissioner Hill reported that the event is moving forward, and the anticipated cost will be \$2,000. Commissioner Storey reported that he requested \$1,500 at the first Council Budget session.
  - e. **Begonia Art Project:** Commissioner Hill reported she had met with Public Works Director Jesberg about the Soquel Creek Park location. Electricity is available on site. ADA improvements are estimated at \$10,000. Commissioner Wallace asked if ADA access was necessary. Commissioner Hill responded that accessibility would have to be incorporated if there was an interpretive aspect to the project. Commissioner Hill asked if Council approval would be necessary before

issuing a call to artists. Commissioner Storey felt that informing the council during public comments would be good and maybe speaking with individual Council Members before bringing for consideration would be a good idea. Chair Johnson would prefer to talk once in person.

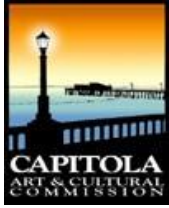
Commissioner Cahalen stated that the next step would be to issue a Call to Artists. Subcommittee consists of Commissioners Hill, Cahalen, and McPeak.

**f. Monterey Avenue Railing Project:** Chair Johnson reported that a draft of the Call to Artist was in the agenda packet. Need the dimensions of the project. Commissioner Cahalen commented that they should speak with Planning Commissioner Peter Wilk who had originally brought the idea to the Commission. Chair Johnson stated that we will need give all the people in the area the information on what was being done.

Commissioner Storey felt that it should be treated as a city project and green cards should be distributed and that Council should be informed.

Commissioner Storey asked why the call to artist stated paint was not allowed. Chair Johnson felt maintenance would be difficult. Staff will get the dimensions on the project.

7. **Commissioner Reports** – Commissioner McPeak asked about the sign in the village. Commissioner Storey responded that it will be considered at the May 12<sup>th</sup> Council meeting. Staff will distribute the agenda item. Commissioner Cahalen reported that CVBIA would be discussing village banners at their meeting.
8. **Staff Report-**
9. **Communications-** Chair Johnson stated that he would be willing to attend City Council meetings representing Commission but prefers in person. Commissioner Hill really appreciated the synergy of the Commission at this in person meeting.
10. **Future Agenda Items** – Begonia Art Project, Begonia 5<sup>th</sup> Year Commemoration, Plein Air, Street Light Banners, Monterey Railing, Stump. 41<sup>st</sup> Avenue Artwork
11. **Adjournment** –



Item #: 5.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF July 12, 2022

FROM: Commissioner Hill

DATE: July 11, 2022

SUBJECT: Plein Air

**Recommended Action:** Discuss 2022 Plein Air

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### **BACKGROUND**

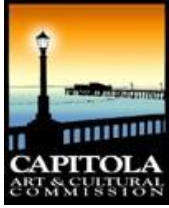
The 2022 Capitol Plein Air is scheduled to place from October 31 – November 6. Forty professional artists took part in the event in 2021.

Commissioner Hill serves as the Plein Air subcommittee chair.

### **FISCAL IMPACT**

### **ATTACHMENT**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager



Item #: 5.b

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF JULY 12, 2022

FROM: Staff  
DATE: July 11, 2022  
SUBJECT: Summer Events

**Recommended Action:** Receive report on the 2022 Summer Events

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### **BACKGROUND**

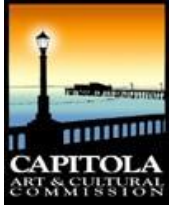
The Summer Events Postcard has been printed and sent to Capitola residents. There will be additional postcards at the Twilight Concerts. The First Twilight Concert was June 15<sup>th</sup>.

Staff has received enough sponsorship commitment to cover the costs of the Twilight Concerts and Summer Events. Sponsorship totals so far are \$25,400.

**FISCAL IMPACT** The cost of the band is covered by sponsorship in addition the City pays for the sound engineer, music licensing, advertising costs, and insurance.

**ATTACHMENT** 2022 Twilight Concert Lineup

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager



Item #: 5.c

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF JULY 12, 2022

FROM: STAFF  
DATE: July 11, 2022  
SUBJECT: 2021 Annual Report

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**Recommended Action:** Review and provide input for 2021 Annual Report.

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### **BACKGROUND**

The Capitola Municipal Code, Section 2.56.050(E) requires the Art & Cultural Commission to submit an annual report and assessment of the Art and Cultural Commission's goals, plans and objectives for the next fiscal year as well as review the previous year. Staff has prepared the annual report for your review and input regarding the future projects being discussed and considered. The report will be presented to the City Council at the June 23, 2022 meeting.

### **FISCAL IMPACT**

None

### **ATTACHMENT**

2021 Draft Annual Report

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager



Capitola Art & Cultural Commission  
420 Capitola Ave.  
Capitola, CA 95010  
831-475-7300

# CAPITOLA ART & CULTURAL COMMISSION

## ANNUAL REPORT 2021

### Background:

The Capitola Art & Cultural Commission's purpose is to advise the City Council as to the allocation of public funds for the support and encouragement of existing and new programs in the arts; acquire by purchase, gift or otherwise, works of art subject to City Council approval; initiate, sponsor or direct special programs which will enhance the cultural climate of the City; establish close liaison with other commissions and civic organizations in order to foster public interest in the arts; and implement the Art & Cultural Master Plan.

The Art and Cultural commission is composed of the following: One (1) City Council Member; One (1) Planning Commissioner; One (1) Artist or Arts Organization Representative Member; One (1) Arts Professional Member and Five (5) "At-Large" Members. Appointments are made by the City Council. The commission is staffed by a ¼ time administrative assistant and the Assistant to the City Manager.

The Art & Cultural Commission meetings are on the 2nd Tuesday of the month. In addition, the commission holds a planning retreat in the beginning of the year.

### Members during 2021:

Roy Johnson (Chair and Arts Professional Member), Sam Storey (Vice-Chair and Council Representative), Courtney Christiansen (Planning Commission Member), Kelly Mozumder (Artist Representative), Laura Alioto (At-Large Member), Mary Beth Cahalen (At Large Member), Laurie Hill (At Large Member), Susan McPeak (At-Large Member, and James Wallace (At Large Member)

## **2021 Highlights: Events & Entertainment:**

Due to the COVID-19 pandemic, the 2021 summer events got off to a late start. With the State of California easing some of its requirements, the City Council was able to approve moving forward with the summer events at the June 24, 2021 meeting. The summer events were then able to begin on July 14<sup>th</sup>.

### **Twilight Concerts:**

The Art and Cultural Commission organized the 36th annual Twilight Concerts Series. This annual series originally had eight free concerts in Capitola Village on Wednesday evenings during July, August, and September. The free, family concerts attract over 1,000 attendees to each of the free, family friendly. With the short window to get sponsors, the sponsorship program was changed for 2021. Instead of having sponsorships limited to sponsoring individual concerts, staff created a sponsorship level program for all the summer events. The tiered level program went from \$2500 down to a less than \$500 donation level. This allowed sponsors to contribute different amount. Each sponsorship level afforded different benefits. This program was so successful that it was continued in 2022. The performing bands are paid \$1250 for the concert. A sound engineer is contracted to provide the audio for the concerts. Because of the popularity of the of the concerts and the late start, two additional concerts were added in September.

Postcards were created and distributed at the events, however, due to the late start, postcards were not mailed to households. Advertising was focused on social media and other electronic formats. Staff did not see any significant change in attendance, in fact it may have been higher. Art and Cultural Commissioners attended the concerts to pass out information and give announcements

2021 Sponsors: Gayle's Bakery & Rosticceria, Marriott-Fairfield Inn – Capitola, Best Western Plus – Capitola, Zelda's, Lanai Financial Solutions-Christine McBroom, Toyota of Santa Cruz, Capitola Mall, Capitola Beach Suites, Pizza My Heart, Green Waste Recovery, Steve & Dianne Pereira, Swenson Builders, Devcon Construction, The Sand Bar Capitola.

2021 Bands: Extra Large, Live Again, Mambo Tropical, Joint Chiefs, Mike Hammer and the Nails, Tsunami Band, Everyday People, The Billy Martini Show, Digbeats, Jive Machine, B-Movie Kings.

Planned/Considered Changes: Return to the normal June to August schedule with twelve concerts in 2022. Mail postcards to Capitola residents.



## **Movies at the Beach:**

Organized the annual Movies at the Beach events. The free Movies on the Beach series was comprised of two movies on September 10<sup>th</sup> and 17<sup>th</sup>. The movies regularly attract over 200 people, with the animated movies bringing the largest crowds, weather depending. The attendance is younger and more local than the concerts. There was no free popcorn in 2021 due to ongoing COVID-19 concerns

In 2021 the attendance for the movies was not as high as normal for the September movies. Staff believes this was due to the movies taking place in September and not mailing the postcards.

The movies are promoted on the event postcard, as well as the City website, scroll, social media, and banners.

- Movie Event Evaluation: All movies were shown on a screen secured to the bandstand stage.
- Movies: Dolittle, Frozen 2

Planned/Considered Changes: Move the two movies to August. Include free popcorn if possible.

## **Sunday Art at the Beach:**

The Commission helped organized the Sunday Art at the Beach Events. This event takes place on Sunday's during the summer months. In 2021, three events were held in July and August.

This event is free to attend. The Sunday Art and Music at the Beach program continues to be coordinated by Leslie Fellows on a contract basis. Artists pay for booth rentals to display and sell their arts and the funds are used to pay the program coordinator.

Music was not included in 2021 due to the short timeline and the additional work needed to have the music. Artists were very happy to have the event return and have a place to sell their work.

Planned/Considered Changes:

- Music is not planned for 2022. The overall event will be evaluated after 2022

## **Capitola Plein Air**

The Art and Cultural Commission added a Plein Air event in 2015. In, 2021, the event took place November 1<sup>st</sup> - 7<sup>th</sup>. Artists painted throughout the City, but primarily along the coast and Soquel Creek. Forty artists were invited to take part in the juried competition, exhibition, and sale. The artists created art in the open air throughout

Capitola. People had the opportunity to watch artists create art throughout the weekend. The judging and sale took place on the November 7<sup>th</sup> at New Brighton Middle School and was a tremendous success. Artists sold over \$15,000 in paintings at the event.

In 2021, the City of Capitola Plein Air was chair by Commissioner Laurie Hill. In addition, it took many volunteer hours to put on the event, with many commissioners assisting. Special acknowledgement needs to go to Commissioner Laurie Hill, who has served as the chair since 2016 as well as Commissioners Susan McPeak and Courtney Christiansen who all donated a significant number of hours to ensure the event took place and was a tremendous success.

The City Council approved \$1000 to produce the Plein Air event and \$2250.00 to purchase the first and second place winners in the professional division. Summer event sponsors contributed \$2500 to the event. The winning paintings will remain part of the City's permanent art collection. Artists were charged entry fees and sales commissions are to be used for future children's art in the community. Additional sponsors were secured to help put on the event.

First place winner in 2021 was "Awe: Steel Bridge" by Barbara Tapp and second place winner was "Incoming" by Steven McDonald. Many other paintings received awards and recognition.

Plein Air Sponsors: Lenz Arts, Gayle's Bakery and Rosticceria, Best Western Plus Capitola, Fairfield Inn and Suites Capitola, and Shadowbrook Restaurant.

Special Recognition Awards to artists from Capitola Soquel Chamber of Commerce, Capitola Village Business Association, Palace Arts, Times Publishing, and Santa Cruz Realtors Association.

Planned/Considered Changes: Commission needs to form a subcommittee to plan and secure sponsors.

**“Awe: Steel Bridge” by Barbara Tapp**



## “Incoming” by Steven McDonald



### Food Truck Fridays

The Food Truck Fridays took place on July 30<sup>th</sup>, August 27<sup>th</sup>, and September 24<sup>th</sup>. The Food Truck events were included in the 2021 sponsorship programs. Music at the events were paid for by sponsors.

Planned/Considered Changes: Based on the concerns of some restaurants in the village, sponsorship of the Food Truck events may be separated from the rest of the events.

## **Public Art Project & Improvements:**

In 2004, the City Council approved the implementation of a Public Arts Fee. The purpose was to ensure that 2% of the cost of eligible municipal capital improvement, renovation, or restoration projects funded in whole or in part by the City of Capitola, or any private, non-residential development project with a total building permit valuation of \$250,000 or more be set aside for the acquisition of works of art to be displayed in or about public places within the City. For a private development, there is an “in lieu” option to contribute 1% of the total budget of the project to the Public Arts Program. Fees collected are placed in a restricted Public Arts fund.

The Commission worked with the Capitola Village Business Improvement Association to create and install banners on light posts in Capitola Village.

The Commission brought the Depot Hill Stair Mural project to the City Council in 2021, however due to concerns of some Depot Hill residents, the project was not approved.

The Art and Cultural Commission is working on finding appropriate public art projects and locations for public art.

The following is a list of projects funded in 2021 by the Public Art Fee:

- Professional winning paintings from Plein Air Event. Will be displayed at the City and become part of the City’s permanent collection.

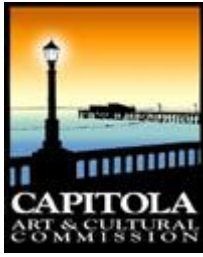
The Commission has begun working on several public art projects for 2022, including the Tree Stump, Begonia Festival art, and the Railing on Monterey Avenue.

## **Goals and Activities (Based on 2022 retreat)**

### **Art and Cultural Commission Retreat Notes**

<b>Project</b>
Begonia Festival Commemoration
Wharf Fish Tank (Public Art)
Begonia Festival Art (Soquel Creek Park)
Wharf Information Center
Signs to Parking
Railing on Monterey Avenue and Wharf Road
41 <sup>st</sup> – Capitola Road Public Art in Median (Update and Lighting)
Welcome to Capitola signs (Bay Ave)

Jade Street Park Basketball Court Painting
Utility Boxes
Sidewalk Art
Carousel
Art Seating
Parklet Design
Tree Stump
New street light banners
Noble Park Art
Battle of Band (Spring 2023)
Plein Air Open
Rispin
Busking
Round about



Item #: 5.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF JULY 12, 2022

FROM: STAFF

DATE: July 11, 2022

SUBJECT: Fallen Tree in Lower Beach and Village Lot

**RECOMMENDED ACTION:** Consider a Public Art Project

**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 call to artists has been posted and closed on June 27<sup>th</sup>. Five applications were received. The subcommittee reviewed the applications but only one of the applications met the criteria. The subcommittee requested that the call to artists be extended.

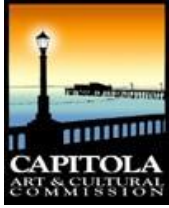
**FISCAL IMPACT**

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

**ATTACHMENTS-**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager





Item #: 5.e

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF JULY 12, 2022

FROM: Staff  
DATE: July 11, 2022  
SUBJECT: 41<sup>st</sup> Avenue Art Project

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**Recommended Action:** Discuss and Provide Direction

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**BACKGROUND** At the Commission Retreat, the Commission decided that it would like to look at what could be done to improve the area around the sculptures in the median on 41<sup>st</sup> Avenue. This includes cleaning, lighting, and landscaping.

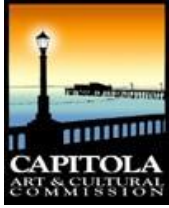
Commissioner McPeak is the chair of the subcommittee.

### **FISCAL IMPACT**

### **ATTACHMENT**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager





Item #: 5.f

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF JULY 12, 2022

FROM: Commissioner Hill  
DATE: July 11, 2022  
SUBJECT: Begonia Festival Commemoration Event

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**Recommended Action:** Discuss and Provide Direction

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### **BACKGROUND**

It has been 5-years since the final Begonia Festival. Commissioner Hill would like to discuss a commemoration event in 2022. It would be a collaborative event with the Capitola Historical Museum.

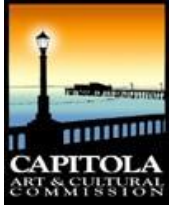
At the April meeting, Commissioner Hill asked about funding. Mayor Storey requested \$1500 for the event at the first City Council budget meeting on May 4<sup>th</sup>.

Staff is in process of creating and submitting special event permit.

**FISCAL IMPACT** \$1500.00 in Fiscal Year 2022-23 from the Art and Cultural Commission general fund budget.

### **ATTACHMENT**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager



Item #: 5.g

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF JULY 12, 2022

FROM: Commissioner Hill  
DATE: July 11, 2022  
SUBJECT: Begonia Festival Public Art Project

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**Recommended Action:** Receive Report and Provide Direction

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### **BACKGROUND**

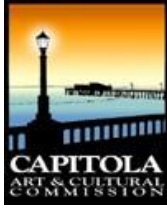
The Commission approved a subcommittee to work on a potential Public Art for the Begonia festival. The Begonia Festival had offered to contribute funds to the project. Commissioner Hill is the Chair of the subcommittee.

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

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

### **ATTACHMENT**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager



Item #: 5.h

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF JULY 12, 2022

FROM: Staff  
DATE: July 11, 2022  
SUBJECT: Monterey Avenue Railing

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**Recommended Action:** Discuss and Provide Direction

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

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

Chair Johnson is the chair of the subcommittee.

**FISCAL IMPACT** Original project budget was \$100,000 from the Public Art Fund. The current balance of the Public Art fund is approximately \$171,000.

### **ATTACHMENT**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager