

CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA
Tuesday, August 9, 2022 6:30 p.m.
Capitola City Council Chambers
420 Capitola Avenue

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 &
Nikki Bryant

- 1. Call to Order**
- 2. Approval of Agenda-**
- 3. Public Oral Communications-**
- 4. Approval of Minutes - July 12, 2022**
- 5. General Business –**
 - a. Plein Air**
 - b. Tree Stump Art Project**
 - c. 41st Avenue Art Project**
 - d. Begonia 5th Year Commemoration**
 - e. Begonia Art Project**
 - f. Railing Project**
- 6. Commissioner Reports-**
- 7. Staff Report-**
- 8. Commissioner Communications-**
- 9. Future Agenda Items –**
- 10. Adjournment**

Agenda and Agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website: www.cityofcapitola.org/ on Friday prior to the Tuesday meeting. If you need additional information please contact the City Hall Department at (831) 475-7300.

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

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

CAPITOLA
ART & CULTURAL COMMISSION
DRAFT MEETING MINUTES

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

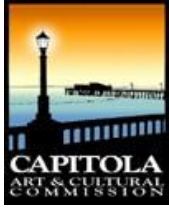
420 Capitola Ave

City Council Chambers

1. **Call to Order-Roll Call:** Present: Wallace, Hill, Johnson, Mozumder, McPeak, Cahalen, Hill, Storey,
Absent: Christiansen, Alioto
2. **Approval of Agenda-** M/S Cahalen, Mozumder
3. **Oral Communications-** Commissioner Cahalen reported that Beach Festival Flyers are available to take.
4. **Approval Minutes – May 10, 2022 –** M/S Cahalen/Mozumder
5. **General Business-**
 - a. **Plein Air:** Commissioner Hill reported on event. Working on rules. Will be sending invitations. Struggling with who to invite. Have had at least twenty new artists who want to participate. Looking at a hybrid with some invited and some juried new artists. Looking for commissioner volunteers to help select new artists. Invitation will be sent beginning of August. Directors Mozumder, McPeak and Chair Johnson will review.
 - b. **Summer Events:** Staff reported on status of the events and sponsorship. Report on some issues with the Sunday Event and recommended that the program be reviewed prior to 2023.
 - c. **Annual Report:** Commissioner McPeak felt that there should be more description of the upcoming public art projects. Chair Johnson asked about adding short and long term in the list of ideas. Commissioner Storey asked about Art at Rispin. Commissioner McPeak said that she would clarify the retreat items. Staff will update the upcoming projects with details. Commissioner Hill added that the Plein Air had 35 artists in 2021.
 - d. **Tree Stump Art Project:** Commissioner Mozumder reported on the status of the project. The call to artists was issued and received five responses, however only one came close to the vision. Will re-issue call to artists. Commissioner McPeak asked if we can include examples of work with wood? Need to assist in visualizing a vertical tree stump rather than horizontal. Commissioner Mozumder will begin working on the updated call to artists.
 - e. **41st Avenue Art:** Chair Johnson and Commissioner McPeak went out to see how it would look when lit. Come up with three needs. They must be cleaned/power washed. They need to be lit. They need landscaping or hardscaping. Commissioner Hill stated that in her conversations with the Public Works Director, that would be doable. Commissioner McPeak

thought they should find out which installation locations have electricity. Chair Johnson asked about a piece of concrete near the surfboards.

- f. **Begonia Commemoration:** Commissioner Hill reported that fliers have been created, event will be on September 3rd and 4th. Displays will be at City Hall and Museum. On 4th there will ukuleles, hula dancing, and a concert. Friends accounts will pay for some marketing. Need some volunteers to help staff.
 - g. **Begonia Art Project:** Commissioner Hill reported she is planning on going to the August City Council meeting to announce. Chair Johnson and Commissioner Cahalen will also attend. Working on a call to artists and will link to the historical photos of the festival. Commissioner Storey mentioned that the McDonald video on YouTube has historical Begonia Festival information. Commissioner Hill will be meeting with Museum Curator on available materials.
 - h. **Monterey Avenue Railing Project:** Commissioner Mozumder received an email from Peter Wilk on the project. Adding art to the existing railing did not meet what he had envisioned. Commissioner McPeak stated she has had difficulty with the vision of the project and examples would be helpful. Commissioner Storey wanted to make sure Peter knew he could participate, but budget and other factors are part of the project. Chair Johnson felt that a \$50,000 budget was better and see the applications. Commissioner Storey mentioned that maybe there could be some capital improvement funding for the railing, not the art. Chair Johnson considers the railing to be the canvas
6. **Commissioner Reports** – None
 7. **Staff Report**-
 8. **Communications**- None
 9. **Future Agenda Items** – Begonia Art Project, Begonia 5th Year Commemoration, Plein Air, Monterey Railing, Stump. 41st Avenue Artwork
 10. **Adjournment** –



Item #: 5.a

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF August 9, 2022

FROM: Commissioner Hill

DATE: August 4, 2022

SUBJECT: Plein Air

Recommended Action: Discuss 2022 Plein Air

BACKGROUND

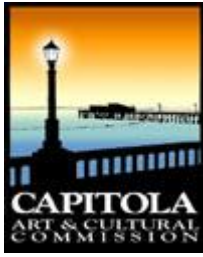
The 2022 Capitol Plein Air is scheduled to place from October 31 – November 6. Forty professional artists took part in the event in 2021.

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 August 9, 2022

FROM: STAFF

DATE: August 4, 2022

SUBJECT: Fallen Tree in Lower Beach and Village Lot

RECOMMENDED ACTION: Review 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 call to artists has been posted and closed on June 27th. Five applications were received. The subcommittee reviewed the applications but only one of the applications met the criteria.

At the July commission meeting the subcommittee requested that the call to artists be extended with updated requirements. The updated call to artists is attached for review.

FISCAL IMPACT

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

ATTACHMENTS– Updated Call to Artists

Report Prepared By: Larry Laurent
Assistant to the City Manager

City of Capitola Art and Cultural Commission

TREE STUMP ART PROJECT

Call to Artists

On behalf of the City of Capitola, the Capitola Art and Cultural Commission is seeking an artist or artist team to preserve and embellish the tree stump located in the lower public parking lot on the south side of Monterey Avenue.

SITE AND PROJECT DESCRIPTION

Capitola's Tree Stump Art Project is located at the lower public parking lot (Appendix 2) on Monterey Ave. which is used most by the general population visiting the beach and Capitola Village. This tree stump is estimated to be over 100 years old and arrived at its location from as a result of a mudslide from heavy rains in 2019. The stump is in a way a landmark for the town and a small bit of Capitola's history.

During the rains of 2019, the original tree slid down the hill above the parking lot and landed on its side. From there, much of the tree was cut and removed leaving only the stump now still lying on its side atop the parking lot asphalt (SEE PHOTO?). It is approximately 7 feet in diameter and 4 feet deep (Appendix 1 – Photos).

The art project should incorporate proper preservation of the stump and include any measures necessary to maintain its integrity. For this project, the artist can modify the tree stump to improve its appearance, including but not limited to augmenting, carving, etching, whittling, chiseling & shaping. Artists should ensure that their art meets all ADA requirements as well as local building codes (see attached relevant codes). Pedestrian friendly aspects such as convenient hand holds, pinch points, snag points and vandalism concerns should be considered. Materials used should be weather resistant.

Capitola Village is located along a wide beach with a breathtaking view of the Monterey Bay and is home to numerous craft galleries, boutiques and restaurants. It is here where many events have taken place such as the Capitola Beach Festival, Art and Wine Festival, Twilight Concerts, Art shows, and the Begonia Festival. In addition to these events, Capitola beach is a popular destination spot for tourists. This tree stump will be visible to many thousands of people annually entering the village.

PUBLIC ART BUDGET

The public art budget project is \$5500.00.

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

All noise ordinance guidelines enforced by the City shall be adhered to by the artist during the life of the project.

In no way, shape, or form shall any type of electric fractal wood shocking methods be used by the artist to complete this project. Artist shall provide their own power source as needed to complete their work.

ARTIST ELIGIBILITY

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

SELECTION PROCESS AND EVALUATION CRITERIA

The selection process for this project:

Phase One: Review of submittals and selection of finalists

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

Phase One Selection Criteria:

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

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

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

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

A stipend of \$250.00 will be provided to selected finalists for a model. The concept proposal presentation session will be scheduled to accommodate the selected finalists if possible, but final date selection will be at the discretion of the Art and Cultural Commission.

It is expected that each selected finalist will make a concept proposal presentation to the Capitola Art and Cultural Commission (due to the current public health situation, a presentation via Zoom for example may be acceptable).

After reviewing the concept proposals by the finalist, the Commission can recommend a proposal to be considered by the Capitola City Council. The Capitola City Council has the final decision on public art projects.

Phase Two Selection Criteria:

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

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

If the recommended proposal is approved by the City Council, the City can then enter into an agreement with the selected artist.

CONTRACT

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

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

ANTICIPATED TIMELINE

May 10, 2022 – Art and Cultural Commission consider the release of Call to Artists

May 13, 2022 – Release of Call to Artists

June 17, 2022 – Submission Deadline

June 24, 2022 – Selection of Finalists

August 9, 2022 – Consideration of Proposals by the Commission

August 25, 2022 – Consideration of the recommended proposal by the City Council

September – November – Artwork completed/Unveiling

The Commission reserves the right to change the project timeline.

Submittal Guidelines:

1. **One-page cover sheet** stating the following information, in the order listed:
 - Title: “Tree Stump Art”
 - Artist’s Name
 - Artist’s Phone Number
 - Artist’s Email Address
 - Artist’s Mailing Address

- Artist's Website if applicable
- 2. **Resume** of not more than two, double-sided pages that demonstrates experience as an artist.
- 3. **Images** - Artists may submit up to 10 color images on paper or digitally exhibiting examples of previous art projects
- 4. **References** - Names, phone numbers and addresses of three professional references, with artist's name noted at top of page.

Application Deadline: Applications and submission must be by 5 p.m. on June 17, 2022. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Applications may not be modified after submission.

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

Send or deliver proposals to:

Tree Stump Art Project
Larry Laurent
llaurent@ci.capitola.ca.us
City of Capitola
420 Capitola Avenue
Capitola, CA 95010
831-475-7300 x 206

Questions? For more information, contact Larry Laurent at (831) 475-7300 x 206, llaurent@ci.capitola.ca.us.

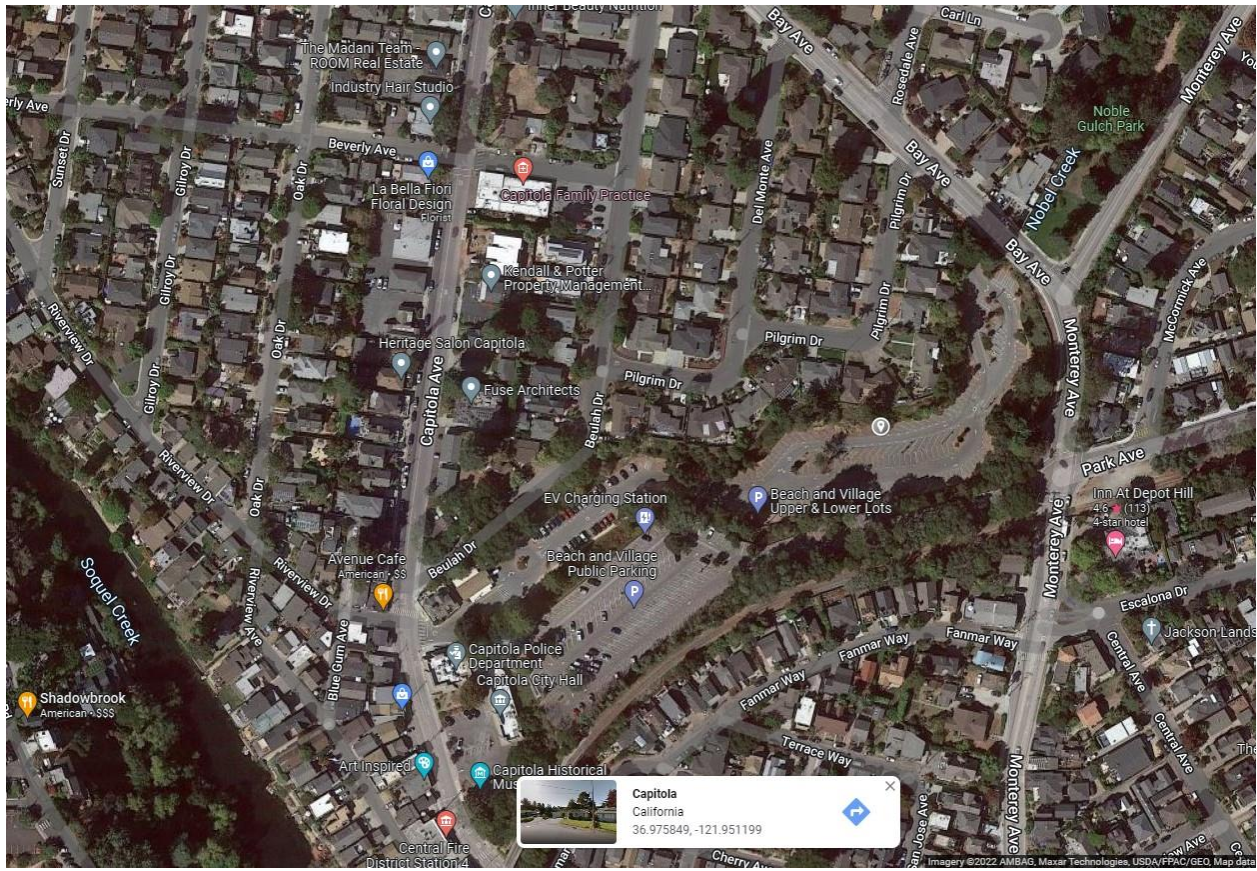
APPENDIX 1- PHOTOS



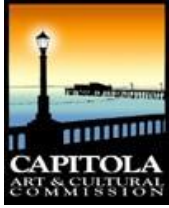




APPENDIX 2 – LOCATION



<https://www.google.com/maps/place/36%C2%B058'33.0%22N+121%C2%B057'05.0%22W/@36.9758441,-121.9519352,223m/data=!3m2!1e3!4b1!4m6!3m5!1s0x0:0x3dd91e2d32ade9e4!7e2!8m2!3d36.975843!4d-121.9513877>



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF AUGUST 9, 2022

FROM: Staff
DATE: August 4, 2022
SUBJECT: 41st Avenue Art Project

Recommended Action: Discuss and Provide Direction

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 41st Avenue. This includes cleaning, lighting, and landscaping.

At the July 12, 2022 meeting the Commission confirmed that it would like the following improvements to be looked at for the median art

- Cleaned/power washed
- Lighting
- Landscaping/Hardscaping

Staff has communicated with the Public Works Department on these items.

Commissioner McPeak is the chair of the subcommittee.

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Larry Laurent
Assistant to the City Manager



Item #: 5.d

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF AUGUST 9, 2022

FROM: Commissioner Hill
DATE: August 4, 2022
SUBJECT: Begonia Festival Commemoration Event

Recommended Action: Discuss

BACKGROUND

It has been 5-years since the final Begonia Festival. 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 4th.

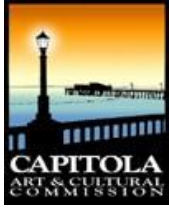
Commissioner Hill is the chair of the subcommittee. The Event will take place on September 3rd and 4th, with music and dancing on September 4th at Esplanade Park.

Staff has submitted special event permit. Contract has been sent to the band.

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.e

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF AUGUST 9, 2022

FROM: Commissioner Hill
DATE: August 4, 2022
SUBJECT: Begonia Festival Public Art Project

Recommended Action: Receive Report and Provide Direction

BACKGROUND

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

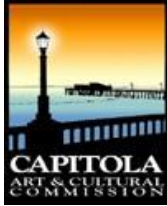
At the Commission retreat, the park next to Soquel Creek by Stockton Ave was decided as the preferred location.

Commissioner Hill is planning on communicating to the City Council about the project at an upcoming City Council meeting.

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.f

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF AUGUST 9, 2022

FROM: Staff
DATE: August 4, 2022
SUBJECT: Monterey Avenue Railing

Recommended Action: Discuss and Provide Direction

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

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

The Commission recommended changing the budget to \$50,000. The updated Call to Artists is attached for review.

Chair Johnson is the chair of the subcommittee.

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

ATTACHMENT

Report Prepared By: Larry Laurent
Assistant to the City Manager

City of Capitola Art and Cultural Commission

MONTEREY AVENUE RAILING ART PROJECT

Call to Artists

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

SITE AND PROJECT DESCRIPTION

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

The railing is needed to protect pedestrians from a steep retaining wall drop to the street. The railing is divided into two sections and is approximately **XXX** feet long, but the railing should be treated as one continuous unit – the art project should be the entire length including both sections. There is a galvanized safety railing that meets the City's functional requirements. For this project, the artist will use this existing railing as a platform to attach the art, without modifying or painting the existing railing. The railing also sits on a wall (**NEED AGE OF WALL**) that is considered historic and contains organic materials growing from it; this wall is not to be disturbed. The galvanized steel railing meets the City's functional requirements and should not be modified in any way for this project. The artwork should be on the street side of the railing. Photos are attached.

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

PUBLIC ART BUDGET

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

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

ARTIST ELIGIBILITY

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

SELECTION PROCESS AND EVALUATION CRITERIA

The selection process for this project has two phases:

Phase One: Review of submittals and selection of finalists

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

Phase One Selection Criteria:

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

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

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

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

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

Phase Two Selection Criteria:

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

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

CONTRACT

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

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

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

APPLICATION REQUIREMENTS

TBD

ADDITIONAL INFORMATION NEEDED:

- *Photos of existing railing*
- *Specifications of railing (lineal footage, height, etc.)*
- *Timeline for project*
- *Any changes to budget amount*
- *Age and proper description of wall that railing sits on*