1. Call to Order
2. Approval of Agenda-
3. Public Oral Communications-
4. Approval of Minutes – September 13, 2022
5. General Business –
   a. Merchandise Sales at Twilight Concerts
   b. Art at the Beach Coordinator Recruitment
   c. Banner Project
   d. Tree Stump Art Project
   e. Plein Air
   f. Begonia Art Project
   g. Monterey Ave Railing Project
   h. Attendance Policy for City Advisory Bodies
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, September 13, 2022 6:30 p.m.
420 Capitola Ave
City Council Chambers

1. **Call to Order-Roll Call:** Present: Wallace, Hill, Johnson, Mozumder, Cahalen, Storey, Christiansen. Absent: Alioto, McPeak

2. **Approval of Agenda**- M/S Hill, Cahalen (7:0 unanimous)

3. **Oral Communications**- None

4. **Approval Minutes – August 9, 2022** – M/S Storey/Johnson (7:0 unanimous)

5. **General Business**-
   
a. **Staff Transitions:** Recreation Division Manager, Nikki Bryant LeBlond will be the new Staff assigned to the Art & Cultural Commission. All duties that were formerly done by Larry Laurent will pass to Nikki. Kelly Barreto’s role will largely remain unchanged.

b. **Merchandise Sale at Twilight Concerts:** Commissioners Cahalen reported on past practice of sweatshirt sales at the Twilight Concerts and stated she is in process to get currently inventory out of storage. Wanted to gauge interest on providing merchandise again. Commissioner Mozumder stated should include kids’ sizes. Commissioner Hill felt the commission should change the logo and stated a subcommittee should be formed for cost analysis for merchandise. Subcommittee consist of Commissioners Cahalen, Wallace and Mozumder.

c. **Art at the Beach Report:** Written Report provided by Leslie Fellows, Art at the Beach Program Coordinator. Chair Johnson posed the question about a plan to replace Leslie, as she is retiring. Commissioner Cahalen asked if the Commission will continue to do this event. Commissioner Hill stated an analysis should be done on recruitment process. Staff directed to bring recommendations regarding recruitment process.

d. **Banner Project:** Chair Johnsons stated that the Commission should view the streetlight banners in the Village as Public Art and include them in the approval process. Staff commented that the streetlight banners are covered under the City’s Village Streetscape Decorations Policy V-16. Staff directed to provide a report on Administrative Policy V-16 and provide recommendation to bring to council. Subcommittee consists of Chair Johnson, Commissioner Hill and Commissioner Cahalen.

e. **Tree Stump Art Project:** Commissioner Mozumder reported on the status of the project. New deadline for proposal provided on City website.
f. **Plein Air**: Commissioner Hill provide report on progress of event. Sponsors have been contacted and checks received from Best Western Plus and Aspromonte. Palace has returned as a sponsor. Currently there are 20 artists with hope to register more. Looking for a music combo to play at exhibition. Considering food truck for lunch at exhibition.

g. **41st Ave Art Project**: Chair Johnson reported on meeting with solar lighting specialist. Solar flood light will not be a good fit for the project. Recommended that the project be further evaluated by Public Works to identify a budget for lighting. Stated landscaping should be low maintenance such as wood chips.

h. **Begonia Art Project**: Commissioner Hill reported that she did not attend a recent council meeting to provide a report but intends to engage the council. She is preparing a call to artist for December. Commissioner Cahalen stated an idea that would include tiles of past poster. Subcommittee consists of Commissioners Hill and Cahalen

i. **Monterey Ave Railing Project**: Chair Johnson shared a to-scale measurements of the railing to further discuss the project. Stated the project may need to be scaled back to stay in budget The measurement provided by Chair Johnson will be passed to Commissioner Christiansen to format for Call to Artists.

j. **Begonia 5th Year Commemoration**: Commissioner Hill provided report on the event. The event was meaningful; well received to public and partners.

6. **Commissioner Reports**: Commissioner Christiansen reported on work the Planning Commission is doing for the Parklet Program.

7. **Staff Reports**: Staff reported on the resignation of Commissioner McPeak and will work on the recruitment process. Staff directed to prepare a report on the Attendance policy for City Advisory Bodies.

8. **Future Agenda Items**: Plein Air, Monterey Ave Railing Project, Banner Project: Village Streetscape Decorations Policy, Merchandise at Twilight Concerts, Tree Stump Project, Attendance Policy for City Advisory Bodies.

9. **Adjournment**: The meeting was adjourned at 8:05pm to the next regular Art & Cultural Commission meeting on October 11, 2022.
ART & CULTURAL COMMISSION
AGENDA REPORT
MEETING OF October 11, 2022

FROM: Commissioner Mozumder
DATE: September 26, 2022
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.

Subcommittee Commissioner Cahalen, Wallace and Mozumder.

FISCAL IMPACT

ATTACHMENT
Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager
ART & CULTURAL COMMISSION
AGENDA REPORT

MEETING OF October 11, 2022

FROM: Staff
DATE: September 26, 2022
SUBJECT: Art at the Beach Coordinator Recruitment

**Recommended Action:** Receive report and provide direction

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**BACKGROUND**
The Art at the Beach was held on 4 Sunday’s this 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 Art at the Beach Program Coordinator had been compensated at a rate of $300 per show and space commission for the number of booths at each show.

**FISCAL IMPACT**
None

**ATTACHMENT**

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager
FROM: Commissioner Hill  
DATE: September 28, 2022  
SUBJECT: Street Banner Project  

RECOMMENDED ACTION: Receive report on Administrative Policy V-16 Village Streetscape Decorations and provide direction.

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.

FISCAL IMPACT  
Unknown Fiscal Impact

ATTACHMENT  
V-16 Village Streetscape Decorations

Report Prepared By: Nikki Bryant LeBlond  
Recreation Division Manager
I. PURPOSE

The purpose of this policy is to provide a process for the review and authorization of decorations placed in public spaces within Capitola Village. Decorations may include tree lighting, banners hung from streetlights, and any temporary placement of decorative items such as a seasonal décor or holiday celebrations.

This policy is intended to regulate the placement of decorations independent from approved Special Events. Any decorations proposed as part of a Special Event shall be reviewed and approved through the Special Event process.

For the sole purpose of this policy, the term “Village streetscape” includes all public road rights-of-way in the CV (Central Village) zoning district including streets, sidewalks, green belts (Lawn Way), and Esplanade Park.

II. POLICY

All proposals for the installation or placement of decorations shall be submitted to the Public Works Department a minimum of sixty (60) days prior to the desired date of installation. All proposals will be reviewed by Public Works staff who will consult with other City departments as needed.

Village streetscape decorations must promote the Village or City. Decorations cannot advertise any specific business or product.

All new proposed Village decorations must be approved by the City Council. Applicants are advised not to purchase any decorations until City approval is granted.

Previously approved Village decorations may be approved by the City Manager provided the City Manager can make all of the following findings:

1. The decorations were previously approved by the City Council.
2. The decorations were installed the previous year.
3. There are no significant modifications or variations to the decorations as compared to prior years.
4. There were no major issues with the decorations in recent prior years.
5. The decorations, as proposed, can function safely.
6. The decorations will not cause undue interference with previously approved or ongoing activities, construction, road maintenance, public transit systems, or traffic.
7. The decorations provide a benefit to the Village or City.
If the City Manager cannot make the above findings, the proposal shall be denied, or the City Manager may refer the proposal to the City Council. The City Manager’s approval/denial of a decorating proposal is appealable to the City Council. All appeals must be made pursuant to Chapter 2.52 of the Capitola Municipal Code.

The City Manager may refer any recurring decorating proposal to the City Council for consideration. Any Council Member may require that any recurring decorating plan be brought to the City Council for consideration by making such a request prior to the City Manager’s approval.

III. **INSURANCE**

All entities installing decorations on Village streetscape must provide proof of general liability insurance that names the City of Capitola as an additional insured. Insurance coverage must be maintained for the duration that the decorations are installed. The insurance requirements shall meet the levels stipulated in the most current contract between the City and the Capitola Village and Wharf Business Improvement Association.

IV. **INSTALLATION**

Installation of all decorations must be coordinated with the Department of Public Works.

All decorations to be installed by the City must be delivered to the City Public Works Corporation Yard located at 430 Kennedy Drive, Capitola CA 95010 at least one (1) week prior to the installation date.

If the applicant proposes to self-install decorations, the Public Works Department must be notified 72 hours in advance of the installation date. Any corrective action to applicant-installed decoration must be remedied immediately by the applicant upon notice from the City. Failure by the applicant to take required corrective actions may result in removal of the decoration by the Public Works Department. Applicant will be charged for any costs associated with removal due to failure by the applicant to take corrective action.

The City reserves the right to remove Village streetscape decorations at any time for any or no reason.

V. **PROCEDURE**

A. Submit Village Streetscape proposals to Public Works 60 days prior to desired installation. Repeat plans may be submitted 30 days in advance.

Plan shall include the following:

1) Description of decoration purpose and theme
2) Date of installation and date of removal
3) Description of decorations including:
   a. Description of individual elements
   b. Pictures or sketches required for all elements
   c. Manufacturer or supplier and color of any lights
   d. Size of elements if applicable
4) Placement (use of a plan sheet is encouraged)
5) Insurance certificate
B. Initial review by applicable Public Works Department
C. Public Works will route to City Departments
D. Approval by the City Manager or City Council
E. Public Works Department will issue notice of approval

This policy is approved and authorized by:

Jamie Goldstein, City Manager
MEETING OF October 11, 2022

FROM: STAFF
DATE: September 28, 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 has been revised on the City Website and circulated to local Art Council and websites. Artists who submitted for the first call have been notified about the new deadline.

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

ATTACHMENTS

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager
ART & CULTURAL COMMISSION
AGENDA REPORT

MEETING OF October 11, 2022

FROM: Commissioner Hill
DATE: September 28, 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: Nikki Bryant LeBlond
Recreation Division Manager
ART & CULTURAL COMMISSION
AGENDA REPORT
MEETING OF October 11, 2022

FROM: Commissioner Hill
DATE: September 28, 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: Nikki Bryant LeBlond
Recreation Division Manager
ART & CULTURAL COMMISSION
AGENDA REPORT
MEETING OF October 11, 2022

FROM:     Staff
DATE:     September 5, 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 and measurement for the railing were requested from Public Works. The updated Call to Artists is attached for review.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Handrail Length (feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bottom of the hill to El Camino Medio</td>
<td>92</td>
</tr>
<tr>
<td>2 El Camino Medio to crosswalk stairs @ Fanmar</td>
<td>452</td>
</tr>
<tr>
<td>3 Fanmar crosswalk to Central Ave</td>
<td>96</td>
</tr>
<tr>
<td>Total</td>
<td>640</td>
</tr>
</tbody>
</table>

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: Nikki Bryant LeBlond
Recreation Division Manager
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 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 Monterey Avenue Railing runs along the street in a gentle slope into and out of the Capitola Village. The railing is needed to protect pedestrians on the sidewalk from a steep retaining wall that drops to the street. The wall is historic, with plant outcroppings, and is not part of the project. The railing is 625 feet long and can be seen in its entirety as you drive in and out of the Village. The art project should use the entire length of the railing and be seen as a single piece. The railing is made up of 2” diameter galvanized steel pipe in 8ft sections. There are four horizontal pieces 7” apart in each section, making a total of 94 sections. The railing should be considered the platform for the art project but should not be modified with paint or drilled with holes. The art work should be mounted on the street side of the railing, while also considering the pedestrian view. Please see attached photos and drawings on the site.

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 FROM LARRY:**

- 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
Monterey Avenue
Railing
ART & CULTURAL COMMISSION
AGENDA REPORT

MEETING OF October 11, 2022

FROM: Staff
DATE: September 28, 2022
SUBJECT: Attendance Policy

Recommended Action: Receive report on Attendance Policy for City Advisory Bodies

BACKGROUND In 2002 City Council established an attendance policy for City Advisory Bodies. The policy details the importance of notifying staff of absences for the purpose of determining a quorum. Advisory Body members are expected to attend meetings regularly and allowed three non-consecutive absences per year.

FISCAL IMPACT

ATTACHMENT
I-5 Attendance & Leaves of Absence for City Advisory Bodies

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager
ATTENDANCE POLICY AND LEAVES OF ABSENCE FOR CITY ADVISORY BODIES

I. PURPOSE: To facilitate continuous attendance at meetings of City Council advisory bodies.

A. This policy pertains to all meetings of City Council appointed advisory bodies.

1. The staff representative of each city advisory body shall maintain attendance records for each meeting of the advisory body, and such record shall be recorded in the minutes for each meeting.

2. It is important to notify staff of any absences for the purposes of determining a quorum. Advisory body members are expected to attend meetings regularly, and each member of an advisory body is allowed three (3) non-consecutive absences per calendar year.

3. It is the responsibility of the chair or staff of an advisory body to bring attendance issues to the attention of the Mayor. If either through study of the annual attendance report or through other channels, the Mayor learns that a member has more than the allowable number of absences, the Mayor may notify the member and the chairperson that action may be initiated by Council to remove the member from the advisory body. The Mayor may choose to postpone or withhold notification to Council in unusual circumstances: for example, if the member is actively performing work for the advisory body outside of the regular meetings or is involved in subcommittee work.

B. Leaves of Absence for City Advisory Body Members

Except under the most unusual circumstances, extended leaves of absence for members of city advisory body will not be allowed. Exceptions to this rule may be granted only by City Council.

Approved:

[Signature]

Richard Hill
City Manager

RH/pg
RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CAPITOLA
ESTABLISHING AN ATTENDANCE POLICY AND LEAVES OF ABSENCE
FOR CITY ADVISORY BODIES

BE IT RESOLVED by the City Council of the City of Capitola as follows:

WHEREAS, there exists a continuing and growing need to provide for active participation in the affairs of local government by an ever increasing number of the public; and

WHEREAS, the welfare and progress of the City of Capitola can be assured and enhanced by a continuing infusion of new thought, talent, enthusiasm and dedication; and

WHEREAS, it is the desire of the City Council to establish an attendance policy for all City advisory bodies.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Capitola, that the Attendance Policy and Leaves of Absence for City Advisory Bodies, attached hereto as Exhibit A, is hereby approved and effective immediately.

BE IT FURTHER RESOLVED that the City Clerk is directed to provide copies of this policy to the staff representative of each of the city’s advisory boards for distribution to their members.

I HEREBY CERTIFY that the above and foregoing resolution was passed and adopted by the City Council of the City of Capitola at its regular meeting held on the 13th day of June, 2002, by the following vote:

AYES: Council Members Norton, Gualtieri, Harlan, Arthur and Mayor Ortiz

NOES: None

ABSENT: None

ABSTAIN: None

ATTEST:

Pamela Greeninger, CMC
Pamela Greeninger, City Clerk

Gayle Ortiz, Mayor