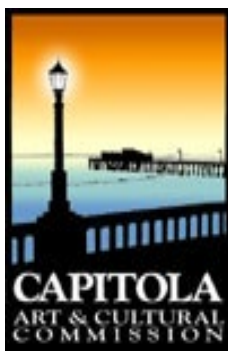


CAPITOLA

ART & CULTURAL COMMISSION



MEETING AGENDA

Tuesday, November 8, 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 – October 11, 2022
5. General Business –
 - a. Merchandise Sales at Twilight Concerts
 - b. Art at the Beach Coordinator Recruitment
 - c. Village Decoration Policy: Banner Project
 - d. Tree Stump Art Project
 - e. Plein Air
 - f. Begonia Art Project
 - g. Monterey Ave Railing Project
 - h. Battle of the Bands
6. Commissioner Reports-
7. Staff Report-
8. Commissioner Communications-
9. Future Agenda Items –
10. Adjournment

Commission Members

Roy Johnson - Chair

Sam Storey- VC

Mary Beth Cahalen

Courtney Christiansen

Laurie Hill

Kelly Mozumder

James Wallace

Open Seat

Open Seat

Staff Representatives

Kelly Barreto &

Nikki Bryant

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, October 11, 2022 6:30 p.m.

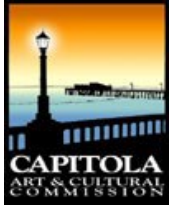
420 Capitola Ave

City Council Chambers

1. **Call to Order-Roll Call:** Present: Hill, Johnson, Mozumder, Cahalen, Christiansen. Absent: Wallace, Storey, Alioto Quorum = 5
2. **Approval of Agenda-** M Commissioner Cahalen/S Commissioner Mozumder (5:0 unanimous)
3. **Oral Communications-** Commissioner Mozumder reported on residents' desire to have the Shark sculpture currently located on 41st be in Capitola. Commissioner Hill suggested that the artist make a proposal for the Commission to review.
4. **Approval Minutes – September 13, 2022 –** M Commissioner Cahalen /S Commissioner Mozumder (5:0 unanimous)
5. **General Business-**
 - a. **Merchandise Sale at Twilight Concerts:** Commissioner Cahalen proposed the subcommittee meet to do inventory and discuss in January. Commissioner Mozumder agreed that inventory would be the first step.
 - b. **Art at the Beach Coordinator Recruitment:** Commission received staff report. Chair Johnson recalled that he has recruited Leslie Fellows and she was a good fit for the position because she was not artist. Commissioner Mozumder questioned if adding duties to Staff could be a solution. Commissioner Hill felt that the Commission should further evaluate the Art at the Beach event and get a better understanding of the level of work. Commissioner Cahalen supported Commissioner Hill's suggestion and requested that Kelly Barrato provide some additional information. Commissioner Christiansen felt that a subcommittee could further evaluate and vet the artist. Staff directed to provide additional information and invite Kelly Barrato to meeting and review special event permit for this event?
 - c. **Banner Project:** Commission received staff report. Commissioner Cahalen asked about Chamber of Commerce banners. Commissioner Hill suggested the policy should incorporate the new process developed from recent BIA project. Commissioner Mozumder asked if there should be questions added to policy or add new banners. Commissioner Cahalen questioned if this policy also have a permit process similar to the Over-the-Street Banner policy. Chair Johnson stated that the recent BIA

project developed a new practice for art approval in light post banners and this should be included into the layer of approval. Commissioner Cahalen would like to see an application form be added. Commissioner Hill noted there is an application for as part of the special event permit process and would prefer a separate policy. Commission developed a subcommittee including Chair Johnson, Commissioner Hill, Commissioner Cahalen. M Chair Johnson /S Commissioner Cahalen (5:0 unanimous)

- d. **Tree Stump Art Project:** Commissioner Mozumder spoke with known artist and reported the artist was concerned about wood rot and declined to submit a proposal. Staff directed to add additional proposal submission to drobox and circulate to subcommittee of Commissioner Mozumder, Commissioner Cahalen.
 - e. **Plein Air:** Commission received staff report, Gayle's sponsorship of \$1000 was received by the City. Commissioner Hill reported 35 artist intent to participant in Plein Air, A food truck has been scheduled to provide lunch for all involved in event, Linda Cover has agreed to offer an art activity at event and the Joe Ortiz combo has committed for music. Commissioner Hill request suggestions for a sales coordinator and still trying to identify alternative parking for the artist to free up space for Exhibition attendees. Commissioner Cahalen provided a suggestion for sales coordinator,
 - f. **Begonia Art Project:** Commissioner Hill wants to present a call to artist and location before Council. Chair Johnson agreed to attend the October 13th Council meeting with Commissioner Hill.
 - g. **Monterey Ave Railing Project:** Commissioner Mozumder provided a revised Call to Artist (attached) and reported on changes of revision. Chair Johnson would still to do further work on the cost analysis of a project this scale to ensure the budget is appropriate. Staff directed to add application portion to the Call to Artist document for next meeting.
 - h. **Attendance Policy for City Advisory Bodies:** Chair Johnson recognized the policy and awareness of the procedure. Commissioner Cahalen questioned who the At Large commissioners are. Noted the two open seats are At Large.
6. **Commissioner Reports:** Rules for Public art fund.
 7. **Staff Reports:** Commissioner Alioto submitted her resignation from the commission October 11, 2022.
 8. **Future Agenda Items:** Plein Air, Monterey Ave Railing Project, Banner Project: Village Streetscape Decorations Policy, Merchandise at Twilight Concerts, Tree Stump Project, Public Art Fund, Battle of Bands
 9. **Adjournment:** The meeting was adjourned at 8:17pm to the next regular Art & Cultural Commission meeting on November 8, 2022.



Item #: 5.a

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: Commissioner Mozumder
DATE: October 31, 2022
SUBJECT: Merchandise Sales for Twilight Concerts

Recommended Action: Discuss Merchandise Sales for Twilight Concerts and provide direction

BACKGROUND

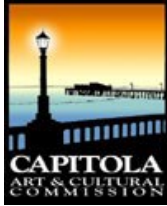
The summer events, Twilight Concerts, in past summer would sell Sweatshirts however this was interrupted due to the pandemic.

Subcommittee Commissioner Cahalen, Wallace and Mozumder.

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: Staff
DATE: October 31, 2022
SUBJECT: Art at the Beach Coordinator Recruitment

Recommended Action: Receive report and select a subcommittee

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

**I2022 Summary Report
Sunday Art at the Beach
Leslie Fellows, Program Coordinator
August 22, 2022**

Event summary:

This year featured four Sunday Art at the Beach shows taking place on June 26, July 10, July 31 and August 14 at Esplanade Park. Each show featured a diverse mix of artists representing a variety of mediums. There was no concert series again this year for the 2nd year in a row. The event continues to be a wonderful opportunity for residents and visitors to engage with artists and enjoy the artwork. This year marks my 17th as Program Coordinator with assistance from Kelly Barreto, City of Capitola Admin Assistant.

2021 Show Dates: June 26, July 10 & July 31, August 14

Artist Stats:

Participating artists: 25

New Artists: 6

New artists reviewed: 11

Not selected: 2

Consider for next year: 3

Participating Artists: Amanda Hess, Amber Angfer, Anastasiya Bachmanova, Austin Jelcick, Becky Thielbar, Carmen Bryant, Carolina Avalos, Jennifer Slinger, Jerry Miller, Ken Slobodian, Lisa Doggett, Lupe Santos, Marianne Eichenbaum, Marissa Walker, Marylou Forrest, Pat & Jenny Pace, Svea Scholten, Rich Scholten, Susan Graeser, Suzanne Weinert, Sylvie Marie Drescher, Tracy Jones, Amber Angfer, Calene Luczo, Evan Peers, Naomi Stetton

Mediums Represented:

- Painting (watercolor, acrylic)
- Photography (digital, c-prints, cyanotype)
- Sculpture (ceramics, fused glass, stained glass, woodworking, resin)
- Jewelry (bead, metal, gemstone, stone, seaglass)
- Textiles (clothing, bags)
- Soaps, candles

Space Assignments and fees:

Booth spaces are approximately 10x10ft and assigned by the Program Coordinator. Assignments are designed to create a diverse mix of artists and mediums in each show. Space cost is \$60 for 10x10ft area. The Esplanade Park accommodates 12 artists including the grass and surrounding cement areas. Canopies are not mandatory; anchor weights or stakes for canopies are. Applications are accepted March 1 – August 1.

Artist Sales:

Reported sales this year were good to very good and for the most part sales numbers are back to normal. Certain mediums and artists sell better than others; for those artists that don't sell as well they appreciate the exposure, setting and low space fee.

BOE Seller Permit #s:

I collected and supplied seller permit numbers from each artist for Kelly Barreto to submit to the BOE if required.

Artist Installation Logistics & Parking Permits:

Spaces are measured out at 8:30am. Set up time begins at 9am for an 11am start time; break down starts at 5pm and is generally finished by 6:30. This year, I did the morning set up; participating artist, Jennifer Slinger, covered the afternoon and break down. Her space fee is waived as compensation. Artists unloaded their vehicles in the Esplanade Park driveway or loading zone into their assigned space. The reverse is done at breakdown. Artists are offered parking permits for the Lower Beach Lot. They appreciate the free parking, however, it is a long way walk to walk. I recommend offering parking in both the Upper and Lower Lots.

Vehicle loading/unloading is always hectic during set up and break down. Artists are forewarned to be attentive to pedestrian and vehicular traffic and for the most part their entrance in and out of the Esplanade Park driveway is overseen by the onsite shift person. We had a few incidents this year that are detailed in the event reviews. Larry Laurent organized help from City Parking Officer Alley Workman for the July 31st show. This was very helpful and I recommend this or similar assistance for all shows.

Postcard:

The artwork for this year's 5 x 7" color postcard was provided by participating artist Lupe Santos (painter) who received a \$100 honorarium. I used the same designer (Thelma Freeman) and printer (PS Print) as the last 7 years. 500 cards were printed this year, a change from the 2000 cards which are normally printed. The smaller number was sufficient to provide to the City and Chamber and to each artist for their mailing lists/booth display. Digital flyers and posters should be considered in lieu of the card and would save the \$350-400 we spend on the postcard including the artist honorarium, design work and printing/shipping.

Postcard Costs:

Artist honorarium: \$100
Designer Invoice: \$127.50
Printing/Shipping: \$147.30
Total: \$374.80

Press and Social Media:

Press announcements were emailed to local and regional press prior to each show. We had numerous digital listings in the Santa Cruz Sentinel, GoodTimes, Capitola/Soquel Times, Aptos/Capitola/ Soquel Life, Visitors Center and San Jose Mercury. For each show, I created a post on our Facebook page listing all participating artists, and then did a

follow-up posting with photos. The artists also used the page to promote the event. <https://www.facebook.com/sundayartatthebeach>. Additionally, the event is featured on the City website.

Esplanade Park Maintenance:

The grass was replanted this year and in good shape which was a big improvement over years past when artists and visitors struggled with the uneven surface. Super appreciated by all!

Banners/Signs

The event banner was installed at the Village entrance and the sandwich board was displayed at the Esplanade Park entrance. The sandwich board is broken and should be replaced.

Event Income: (4 shows)

Total deposits: **\$2700** (45 spaces sold @ \$60 per space)

Costs:

Program Coordinator Compensation: **\$2550** (detailed below)

Cancellation refunds: **\$0**

Postcard cost: **\$374.80** (detailed on page 2)

Total: \$2924.80

Balance: (\$224.80)

Program Coordinator Compensation: \$2550

-\$1200 administrative fee @ \$300 per show x 4 shows

-\$1350 space fee commission @ \$30 per space x 45 spaces sold

The Program Coordinator job begins March 1st when applications are accepted and ends approximately August 30th after the final show and summary report. Payment includes a \$300 administrative fee for each show and \$30/space commission (1/2 booth fee).

Program Coordinator Insurance:

Per my contract, I was covered by City of Capitola insurance arranged by Larry Laurent.

Program Coordinator Show-Day Assistance:

Participating artist, Jen Slinger with the assistance of her husband Glenn, did the afternoon shift/break down. As compensation, her \$60 space fee was waived. This compensation should be increased next year as befits the number of hours and responsibility of the position. I extend my gratitude and thanks for their assistance.

Participant Surveys

I am not planning on taking artist surveys this year however, in general artists are in favor of more shows and bringing back the concert series.

Recommendations for 2023 event:

- 1) Consider increasing number of shows
- 2) Consider reinstating the concert series

- 3) Offer artist parking permits in both the Upper and Lower Lots
- 4) Obtain the assistance of a City parking officer to help manage vehicular and pedestrian traffic during break down from 5-6:30pm
- 5) Replace postcard announcement with digital announcement
- 6) Purchase new sandwich board and possibly design new event inserts
- 7) Rework verbiage of the Art & Cultural Commission criteria for acceptable artwork as noted on the Artist Requirements and Application as follows:

“Handmade original artwork in a variety of media is acceptable. No kits or mass-produced items or imports including T-shirts, hats, jewelry etc. No food items or live plants with the exception of air plants/succulents as part of the artwork. Artists must be present to sell their work; no agents and reps. The Program Coordinator is seeking originality, quality and diversity to maintain the high standards of this event. The Coordinator will review applications on the basis of four (4-6) digital images of the artwork including booth display.”

Program Coordinator Retirement

As mentioned, this is my 17th year as Program Coordinator. It has been an honor and a pleasure working with the Commission, numerous artists along the way and most especially with Kelly Barreto who offered her time and assistance with grace and professionalism. I will be retiring next year and stepping down as Coordinator. I will plan to work with Kelly to transfer artist contact information, etc.

Many thanks to the Art & Cultural Commission for sponsoring the event, to Larry Laurent for all his help and a special thanks to Kelly Barreto for her administrative and onsite support. Kindly direct any comments or feedback to me at leslieafellows@yahoo.com.

Leslie Fellows
Program Coordinator

(Show reviews below)

Show Reviews: June 26, July 10 & July 31, August 14

EVENT REVIEW:

Date: June 27, 2022

To: Capitola Art & Cultural Commission

From: Leslie Fellows, Program Coordinator

Re: Sunday Art at the Beach June 26th Show

Show Date	# of Spaces & Revenue	Weather	Sales	Press
6/26/22	9 spaces 1 cxl; 1 waiver for pm shift coverage; 1 shared \$2160 Deposit 36 spaces @ \$60/ space over 4 shows	Overcast in the morning; sunny and warm in the afternoon	Good to very good	Facebook posts & photos; Calendar listings in Santacruz.org, GoodTimes, SC Sentinel (EVVNT), Times

Participating Artists: 11

Jennifer Slinger, Lisa Doggett, Pat & Jenny Pace, Carmen Bryant, Susan Graeser, Jerry Miller, Sylvie-Marie Drescher, Marylou Forrest w/ Becky Thielbar, Lupe Santos, Naomi Stretton

General comments:

This year we are doing four shows as follows: June 26, July 10 and 31 and August 10. The Concert Series (live music on the Esplanade stage) normally part of the event, was not included in this year’s programming however, this decision can be re-evaluated next year. I start booking shows on March 1st and to date most of the shows are full (12 artists). The Sunday Art at the Beach shows happen thanks to many people... special thanks to the Capitola Art & Cultural Commission for sponsoring the event, Kelly Barreto for her administrative support and Larry Laurent for preparing the Program Coordinator contract and insurance.

June 26th Show:

The show featured eleven artists of varying mediums including painting, textiles, ceramics, infused glass, woodworking, homemade soaps and candles, and jewelry. The show brought out a big crowd and artists reported good sales.

Visitors were excited to be out and about and enjoyed the artwork. The local ukulele players that gather on the Esplanade stage every Sunday morning from 10am-noon always draw a crowd and are a nice accompaniment to the show. Set-up in the morning went well however, there was an incident during de-installation as noted below.

Shifts:

I am doing morning set up from 8:30-11am, and Jen Slinger, participating artist since 2006, is doing the afternoon shift. She and her husband Glenn will be present throughout the day and oversee de-installation at end of day from 5-6:30pm. Her booth fees will be waived in compensation.

Esplanade Park:

The grass in the park was redone and is a great improvement over last year, particularly along the edges which are smoothed out and no longer a tripping hazard. The trees have been well trimmed which allows for easy clearance of the artists’ canopies.

Banner & Sandwich Board:

A new street banner was designed this year although not in time to hang for this show. The event sandwich board which has broken hinges and older event inserts function but a new board and new inserts will be ordered.

Parking Permits:

Kelly Barreto organized parking permits for the artists for all shows at the Lower Village Lot as well as an in-town coordinator permit.

Postcard:

This year's postcard announcement featured artwork by participating artist Lupe Santos (painter). 500 cards were printed this year instead of the usual 2000. This smaller quantity will be adequate as more digital advertising is now being done. Total postcard cost was still **\$374.80** including artist honorarium (\$100), designer (\$127.50) and printing at PS Print (\$147.30). Note that event revenue will not cover the total cost. In future, we can forgo the postcard announcement and stick to digital advertising should the Commission no longer wish to incur this cost.

June 26th Show Incident Report:

Around 6:15pm, I had a call from Jen Slinger who was working the afternoon shift. She advised that Officer Chad Keane arrived during de-installation and blocked access to the driveway with his vehicle. He told her that only emergency vehicles were allowed onto the Esplanade driveway and was concerned for the safety of visitors.

Jen put Officer Keane on the phone and he stated that he was very concerned about our procedure of having artists park along the driveway to load their equipment. I let him know that we have done it this way for 17 years, with artists packing up their equipment, going to get their vehicles, and then loading in from the driveway. This process takes approximately 1.5 hours from 5-6:30pm. The shift person oversees the process, directing vehicles across the sidewalk making sure that pedestrians as well as people along the driveway are out of the way. The artists line up along the driveway, load, and then wait for vehicles in front of them to load and drive out. The shift person directs the departing vehicles as they cross the sidewalk and exit the driveway, holding up their hand to briefly stop pedestrians and oncoming cars as necessary.

De-installation is always somewhat stressful (noted in my event reports) as there is a lot of traffic at this time including vehicles stopping along the driveway and loading zone to pick up people/load beach equipment. They often block the artists trying to come in or out and we have to wait for them. On several occasions officers have stopped by to assist. I have asked whether they may have resources to help out during this time and suggest we look into this more formally. Note there are shows where there may be 5-6 cars in the driveway at a time and others where there may be only 2-3...it varies show to show. Artists also use the loading zone when available and between the two areas, we make it work.

Officer Keane suggested that only one vehicle be allowed into the driveway at a time to load. This would mean that artists are either circling the area waiting their turn or that we time each vehicle, say 30+ minutes apart to walk to the Lower Village lot or wherever they are parked or coming from, make their way to the Esplanade, load up and go. This would be cumbersome to coordinate and with 10-12 artists per show, take as much as 3 hours.

Officer Keane said that an accident could easily happen and then we wouldn't be allowed to have shows anymore. He was going to follow up by sending an email to the Chief of Police and Sarah Ryan, Police Captain. As mentioned, he told Jen that artists were not allowed onto the driveway so the remaining artists that were still there after 6pm had to walk their equipment out to the curb.

Note that Jen Slinger has the help of her husband Glenn who assists her throughout the day. Essentially there are two people managing de-installation. If either the police or parking enforcement department have the resources to help, we would greatly appreciate it. Also note that we should include Jen in the insurance coverage so that she is not personally liable for any issues.

Kindly advise if we need to make any changes to our current procedure prior to the July 10th show.

Follow up:

Larry Laurent's email to me on June 28:

I forwarded the driveway issue to Captain Ryan to discuss with Officer Keane. I don't think there will be a reason to change the way you break down the event.

EVENT REVIEW:

Date: July 11, 2022

To: Capitola Art & Cultural Commission

From: Leslie Fellows, Program Coordinator

Re: Sunday Art at the Beach - July 10th Show

Show Date	# of Spaces & Revenue	Weather	Sales	Press
7/10/22	13 \$480 Deposit 4 checks - 8 spaces; \$120 cash covering previously deposited uncleared check	Overcast in the morning; sunny and warm in the afternoon	Good to very good	Facebook posts & photos; Calendar listings in Santacruz.org, GoodTimes, SC Sentinel (Evvnt), Times

Participating Artists: 13

Jerry Miller, Tracy Jones, Anastasiya Bachmanova, Austin Jelcick, Suzanne Weinert, Jennifer Slinger, Ken Slobodian, Evan Peers, Marianne Eichenbaum, Lisa Doggett, Susan Graeser, Marissa Walker, Carolina Avalos

General comments:

Great show featuring 13 artists and a nice variety of mediums including painting, photography, textiles, ceramics, infused glass, woodworking and jewelry. One unscheduled artist who confused his dates was accommodated. Big crowds throughout the day with visitors browsing, enjoying and purchasing the artwork. The new street banner was up and installed. Wonderful 2nd show of the summer!

Incidents:

1_ There was an incident involving participating artist Austin Jelcick around 10:30am during set-up. Austin has been a participating artist since 2015 displaying his photography. In 2021 I used one of his images for the postcard announcement. Attached are 2 pics of Austin's booth display in 2017 and 2018. He took a few years off during the pandemic and was back again this year.

A few years ago, Austin asked me if he could include some t-shirts to sell along with his photography. I gave the ok for a limited number as long as the shirts met the Art & Cultural Commission's event criteria: "Handmade original artwork in a variety of media is acceptable." As the 2017 and 2018 images of his booth display attached show, he has a few shirts only. I wasn't quite sure if they actually met the criteria, but as there were only a few, I left it alone.

Today's display however featured some tie-dyed items, t-shirts and stickers. The photography items including some prints in a box and cards on a card rack did not appear to my eye as the featured medium. (See image attached; Austin's father is in the pic). I made note of this to Austin and he mentioned that since the pandemic he didn't have the time or the funds to work on his photography. There was another photographer at the show today and I had Austin take a look so that he could see the difference in the display with photography as the focus. I suggested that I refund his payment from the upcoming August 14 show in order to give him time to increase his inventory.

Unfortunately, he understood it as an insult. He became quite agitated threatening to report me to the Commission, the police and the mayor, raising his voice for those around to hear. He insisted that he'd always had shirts and the only difference was in the display itself. Much as I tried to calm him and further discuss he could not hear it. He was making a scene so after apologizing several times, I told him I was going to step away. When I returned about 30 minutes later, he wasn't there and his father said he was very upset.

I certainly had no intention of insulting or hurting him but am concerned he was more

than just a little agitated and in fact creating a scene in front of guests and other artists. I would prefer not to have him back but am concerned for his well-being. His father said he is fragile right now, out of work, etc. As for the August 14th show, I think best to let him attend if he chooses but I don't feel good about either the quality of the work or his presence at the show.

Note that I jury artists into the shows based on the medium under which they apply. If artists choose to present new mediums, they normally send new images and discuss with me so that I am able to maintain the quality and diversity of the shows. In this particular case, perhaps the person's well-being is more important consideration as long it's safe for everyone.

Please advise if there is any particular/specific HR protocol that should be followed.

2_ Jennifer Slinger who manages the afternoon shift reported that an intoxicated person who had been sleeping on the beach was arrested bringing out firetrucks and police cars that blocked the driveway during breakdown. Artists had to wait 30+ minutes for the area to be cleared before they could bring in their vehicles to load.

EVENT REVIEW:

Date: August 1, 2022

To: Capitola Art & Cultural Commission

From: Leslie Fellows, Program Coordinator

Re: Sunday Art at the Beach - July 31st Show

Show Date	# of Spaces & Revenue	Weather	Sales	Press
7/31/22	12 \$600 Deposit 6 checks = 8 spaces; \$120 cash covering previously deposited uncleared check	Overcast in the morning; sunny and warm in the afternoon	Good to very good	Facebook posts & photos; Calendar listings in Santacruz.org, GoodTimes, SC Sentinel (Evvnt), Times

Participating Artists: 12 (2 shared spaces)

Tracy Jones, Anastasiya Bachmanova, Suzanne Weinert, Jennifer Slinger, Susan Graeser, Svea & Rich Scholten, Naomi Stretton, Amanda Hess, Lupe Santos, Marylou Forrest & Becky Thielbar, Carmen Bryant, Amber Angfer

General comments:

Fantastic 3rd show of the summer featuring 14 artists and a nice variety of mediums including painting, textiles, ceramics, infused glass, woodworking, printmaking, mixed media and jewelry.

With the Veterans Surf group set up on the beach along with the usual Ukulele musicians on the stage from 10-11:30am, it very busy morning set-up with lots of traffic. Happily, we had big crowds of visitors throughout the day. One artist commented that things seem to be finally getting back to normal (pre-Covid). People were out and about enjoying!

Break down help:

Larry Laurent organized for City parking enforcement officer Ally Workman to help with traffic during breakdown between 5-6:30pm. This entails supervising and holding vehicular and pedestrian traffic as artists come in and out of the esplanade driveway to load.

Incident Report:

Around 5pm there was an arrest on the beach which led to Officer Chad Keene parking his vehicle across the esplanade driveway effectively blocking artists from being able to get in and out to load for about 45 minutes. Officer Workman was on scene and helped to facilitate the eventual removal of the vehicle.

EVENT REVIEW:

Date: August 15, 2022

To: Capitola Art & Cultural Commission

From: Leslie Fellows, Program Coordinator

Re: Sunday Art at the Beach – August 14th Show

Show Date	# of Spaces & Revenue	Weather	Sales	Press
8/14/22	13 Deposit \$60	Overcast in the morning; sunny and warm in the afternoon	Good to very good	Facebook posts & photos; Calendar listings in Santacruz.org, GoodTimes, SC Sentinel (Evvnt), Times

Participating Artists: 13

Amanda Hess, Calene Luczo, Pat & Jenny Pace, Austin Jelcick, Ken Slobodian, Sylvie-Marie Drescher, Svea Scholten, Carolina Avalos, Marissa Walker, Marianne Eichenbaum, Jennifer Slinger, Anastasiya Bachmanova, Carmen Bryant

General comments:

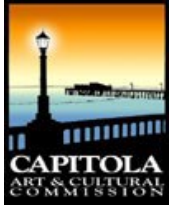
Fantastic 4th and final show of the summer featuring 13 artists and a nice variety of mediums including painting, textiles, ceramics, infused glass, photography, mixed media and jewelry. Great crowd and happy artists!

Summary:

Another great summer of Sunday Art at the Beach shows enjoyed by the participating artists, locals and visitors to beautiful Capitola!

Many thanks to Kelly Barreto for all her time and admin assistance. As always, she goes above and beyond to ensure that everything runs smoothly. Very special thanks to the Art & Cultural Commission for their continued sponsorship of the event.

I will submit my summary report by the end of the month.



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: Chair Johnson
DATE: October 31, 2022
SUBJECT: Village Decoration Policy: 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.

Subcommittee consists of Chair Johnson, Commissioner Hill and Commissioner Cahalen.

FISCAL IMPACT

Unknown Fiscal Impact

ATTACHMENT

V-16 Village Streetscape Decorations

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



ADMINISTRATIVE POLICY

Number: V-16
Issued: 5/9/19

Jurisdiction: City Council

VILLAGE STREETScape DECORATIONS

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

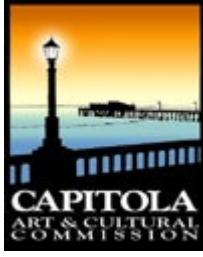
- A. Submit Village Streetscape proposals to Public Works 60 days prior to desired installation. Repeat plans may be submitted 30 days in advance. Plan shall include the following:
 - 1) Description of decoration purpose and theme
 - 2) Date of installation and date of removal
 - 3) Description of decorations 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



Item #: 5.d

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: Commissioner Mozumder

DATE: October 31, 2022

SUBJECT: Fallen Tree in Lower Beach and Village Lot

RECOMMENDED ACTION: Review Call to Artist submission and provide direction

BACKGROUND: During the 2019-2020 winter storms, a very large cypress tree fell in the Lower Beach and Village Parking lot. Most of the tree was removed, however the stump remains in place.

Commissioner Mozumder is the chair of the subcommittee looking at this as a public art project. The first call to artists closed on June 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 second request for proposal deadline has passed and two additional submissions were received. The complete list of submission and materials has been provided to the subcommittee who will report to the Commission.

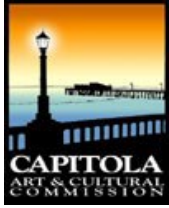
Subcommittee consists of Commissioner Mozumder and Commissioner Cahalen

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



Item #: 5.e

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: Commissioner Hill

DATE: October 31, 2022

SUBJECT: Plein Air

Recommended Action: Discuss 2022 Plein Air

BACKGROUND

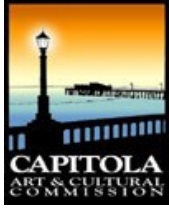
The 2022 Capitol Plein Air is scheduled to place from October 31 – November 6. Forty professional artists took part in the event in 2021.

Commissioner Hill serves as the Plein Air subcommittee chair.

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.f

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: Commissioner Hill
DATE: October 31, 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.

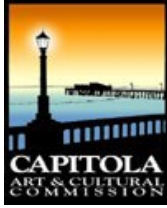
At the Commission retreat, the park next to Soquel Creek by Stockton Ave was decided as the preferred location.

Commissioner Hill and Chair Johnson reported to City Council about the project at the October 13, 2022 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



Item #: 5.g

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: Staff
DATE: November 1, 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 is in process of doing further evaluation of proposed budget. 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

Monterey Railing Call to Artist Version 6

Report Prepared By: Nikki Bryant LeBlond
Recreation Division 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 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.

ANTICIPATED TIMELINE

January XX, 2023 – Art and Cultural Commission consider the release of Call to Artists

January XX, 2023 – Release of Call to Artists

February XX, 2023 – Submission Deadline

February XX, 2023 – Selection of Finalists

March XX, 2023 – Consideration of Proposals by the Commission

April XX, 2023 – Consideration of the recommended proposal by the City Council

May – August – 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: “Monterey Railing Project”
 - 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 December XX, 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.

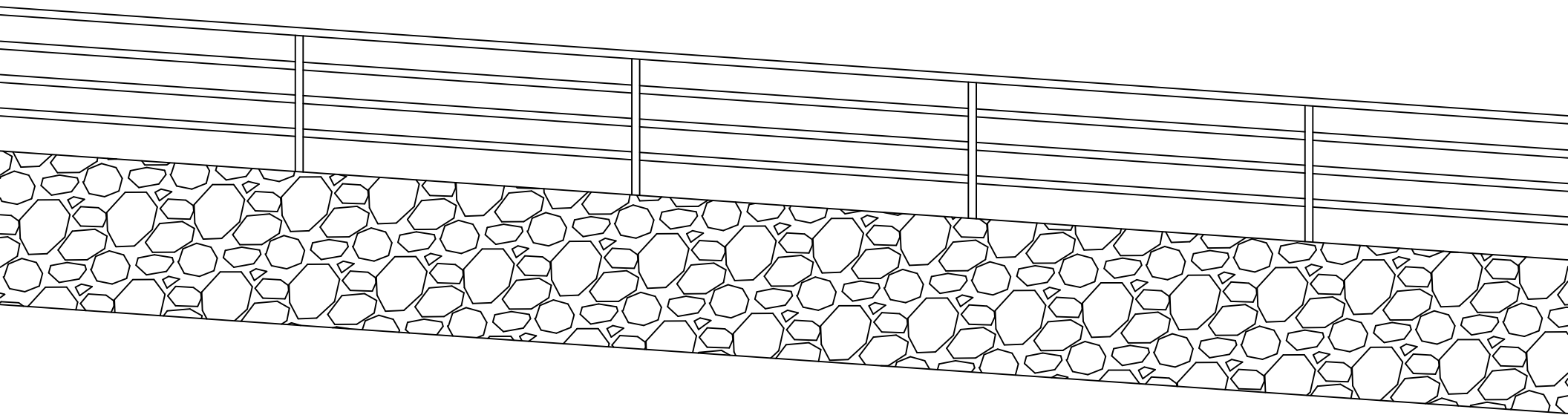
Send or deliver proposals to:

Monterey Railing Project
Nikki Bryant
Recreation Division Manager
City of Capitola
4400 Jade St
Capitola, CA 95010
831-475-5935

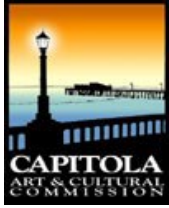
Questions? For more information, contact Nikki Bryant at (831) 475-5935,
nbryant@ci.capitola.ca.us.

ADDITIONAL INFORMATION NEEDED:

- *Photos of existing railing*
- *Timeline for project*
- *Any changes to budget amount*



Monterey Avenue
Railing



Item #: 5.h

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 8, 2022

FROM: STAFF
DATE: November 1, 2022
SUBJECT: Battle of the Bands

Recommended Action: Give Direction

BACKGROUND

At the April 2019 commission meeting, Commissioner Storey asked to have the Battle of the Bands youth event. The event was planned to occur in March of 2020 however was canceled due to the onset of the pandemic. The Commission identified this item as part of the Annual Retreat planning session.

If the Commission wishes to move forward with the event, it will need to nominate a subcommittee with more than three Commissioners.

FISCAL IMPACT

None

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager