

CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, September 13, 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 - August 8, 2022**
- 5. General Business –**
 - a. Staff Transition**
 - b. Merchandise Sales at Twilight Concerts**
 - c. Art at the Beach Report**
 - d. Banner Project**
 - e. Tree Stump Art Project**
 - f. Plein Air**
 - g. 41st Avenue Art Project**
 - h. Begonia Art Project**
 - i. Monterey Ave Railing Project**
 - j. Begonia 5th Year Commemoration**
- 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.

STORY MOVE APPROVAL MINUTES: 4 AGENDA MEET MIN APPROVAL

1+2- JAMES MADE A SECOND

LARRY'S PRESENT (RETIREMENT) WAS A SHIRT WHALE

PLAN- LARRY'S RETIREMENT

7. NIKKI BRYANT (REC DEPARTMENT)

TO HEAD STAFF LEAD

NIKKI AND KELLY'S SHOULD BE ABLE TO TAKE ALL RESPONSIBILITIES (STAFF)

INTENTION TO GAIN MORE BANDWIDTH + CONTINUITY

STAFF IN THE PROCESS OF REPLACING LARRY

JAMIE SAYS HE IS INTERVIEWING

IF THE SYSTEM ISN'T WORKING THEN HE CAN RESTRUCTURE, BUT HE IS CONFIDENT IT WILL BE A GOOD STRATEGY

3. NO ORAL COMMUNICATIONS

5. GENERAL BUSINESS

A. LAURIE REPORT- PLEIN AIRE- HAS HAD GRAPHICS DONE + PRINTED

IMAGE WAS REVIEWED + ADVISED THAT IT WILL BE SCALED INTO THE SIZE OF A POST CARD:

STIPEND \$250 FOR ALL GRAPHICS. JENNY SHELTON IS SETTING UP ALL 40 ARTISTS SET UP FOR INVITATIONAL/ LAURIE IS DOING OUTREACH-THE EVENT WILL BE AN INVITATION ONLY- LAURIE HAS A BACKLOG OF ABOUT 20 ADDITIONAL ARTISTS/ SHE WOULD LIKE TO RESERVE 5 SPOTS FOR NEW ARTISTS/ SPENT A SMALL AMOUNT OF COMMISSION \$ SO FAR BUT NOT MUCH CONSIDERING CRITERIA OF PROFESSIONAL ARTISTS

SPONSORS: LAURIE WANTS TO RETAIN \$ TO THE EVENT

\$1400/ BEST IN. SHADOWBROOK: IN KIND GAYLES : \$800

TREE STUMP ART PROJECT: B

KELLY HAS SENT LARRY DRAFTS/ DEADLINE HAS BEEN EXTENDED FOR CALL TO ARTISTS/ BUT THE INFORMATION HAS BEEN REVISED. LARRY HAS POSTED ITT ALREADY, JAMIE HAS ADVISED THAT HE OR STAFF CAN REVISE + UPDATE RELEASE/ PUBLISH- JAMIE ADVISED THAT WE SHOULD UPDATE (E) PARTICIPANTS TO MAKE SURE EVERYONE IS ON THE SAME TIMELINE-

JAMIE CONFIRMED THAT NIKKI SHOULD UPDATE + POSTS- WILL UPDATE THE NEW ADD TO BE FOR 2 MONTHS- SAM SUGGESYTED THAT WE MAKE DEADLINE BY OCT. MEET

41ST AVE PROJECT C.

ROY+ SUSAN WENT OUT TO THE PROJECT AND NOTICED WEEDS+ DIRT WOULD LIKE PUBLIC WORKS TO CLEAN+UPDATE- STEVE IS PLANNING TO POWER WASH/WEED/UPDATE...

ROY WOULD LIKE TO PROPOSE SOLAR/ POSSIBLY JUST DO GIVE AND EXPERIMENT THEN MOVE TO OTHER AREAS ROY NEEDS GUIDANCE ON LIGHTING SPECS.

SURFBOARDS MOST LIKELY DO NOT HAVE POWER—NEED SOLAR/ASK TERMINI/ JAMIE TO ADVISE ON DATE OF CLEAN UP.

BEGONIA FESTIVAL-D

LAURIE DOESN'T HAVE A LOT OF PARTICIPATION/NEED 20 DISPLAY BOARD. LAURIE WOULD LIKE TO USE THIS ROOM (CITY HALL COMMUNITY RM) FOR STORAGE & FOR DISPLAY- LAURIE WOULD LIKE VOLUNTEERS TO USE FOR DOCENTS& GUIDES/ LAURIE NEEDS PEOPLE TO HANDLE BANNER, GUIDE PEOPLE- ESPLANDADE PARK TO HAVE SWING BAND/HULA DANCERS 4-6:00PM- NEED SMALL AMOUNT OF \$ FOR BAND RISERS @ DRUM SET/REQUESTED SUPPORT TO SPREAD WORD + HANG POSTERS

ART+CULTURAL PAID FOR FLYERS-SAM COLLECTED \$ FOR BANDS ETC./LAURIE NEEDS A CONTACT FOR SENTINEL—PRESENTING ALL OF THE (OLD?) BEGONIA POSTERS.

LAURIE-BEGONIA ART PROJECT E

WORKING ON CALL TO ARTISTS, WAS APPROVED W/ NO COMMENTS, REGARDING THE LOCATIONS JAMIE WOULD LIKE TO REMIND THE PUBLIC + COUNCIL ABOUT MOVING FORWARD 7:15 PUBLIC COMMENT AT L. COUNCIL

RAILING PROJECT F

PICK UP WHERE WE LEFT OFF...ROY NEEDS SOME CONSULT ABOUT ALL DETAILS INVOLVED/ SAM S ADVISED THAT THERE NEEDS TO BE SIGNIFICANT REVIEW/ COUNCIL NEEDS AMPLE NOTICE FOR PROPOSAL / JAMIE ADVISES THAT

1. PROPOSAL
2. ARTIST DEMONSTRATION
CAME UP IN RENDERINGS FOR CONCEPT TO PRESENT TO COUNCIL

COMMISSIONER REPORTS 6

LAURIE WOULD LIKE TO HAVE A "PLEIN AIRE" BANNER FOR LIGHT POSTS

WHO CONTROLS LIGHT POLE BANNERS?-THE CITY DOES.

JAMIE ADVISES THAT WE CAN CONTROL THE BANNERS/ROY NOV ID- LIKE TO HAVE THEM CHANGED OUT MORE OFTEN—JAMIE AND ROY AGREE THAT THEY SHOULD EXHIBIT ART INSTEAD OF ADVERTISING..EXAMPLE DEVELOP BANNERS FOR SEASONS THAT BELONG TO THE ART + CULTURAL COMMISSION WOULD NEED LOST ASSOCIATIONS FROM PUBLIC WORKS

--MAYBE A BIT MOR MERCH FOR CONCERTS

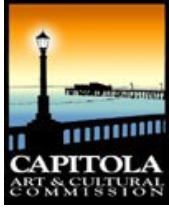
-PUT THE BANNER PROJECT ON AGENDA ITEMS

LEAVE PLEIN AIRE ON

LEAVE STUMP ON AGENDA

BEGONIA ART PROJECT

41ST AVE ART PROJECT



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: Commissioner Mozumder
DATE: September 5, 2022
SUBJECT: Merchandise Sales for Twilight Concerts

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

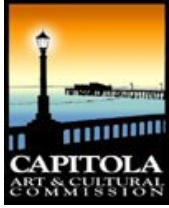
BACKGROUND

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

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: Staff
DATE: September 5, 2022
SUBJECT: Art at the Beach Report

Recommended Action: Receive report and provide direction

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. Summary report attached.

FISCAL IMPACT

None

ATTACHMENT

Art at the Beach Summary

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager

**2022 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:

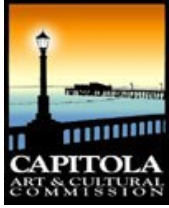
Fantastic 4th and final show of the summer featuring 13 artists and a nice variety of mediums including painting, textiles, ceramics, infused glass, photography, mixed media and jewelry. Great crowd and happy artists!

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.d

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: Commissioner Hill
DATE: September 5, 2022
SUBJECT: Street Banner Project

Recommended Action: Consider Village Light Pole Banner Project in the Village

BACKGROUND

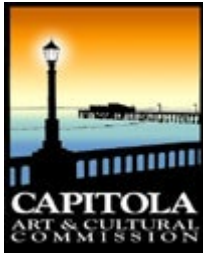
In May of 2019, City Council implemented Administrative Policy V-16 Village Streetscape Decorations. The policy outlines a process for the review and authorization of decorations placed in the Village, which includes banners hung from streetlights. The policy prohibits banners that would advertise any specific business or product. All new proposed banners must be approved by the City Council.

FISCAL IMPACT

Unknown Fiscal Impact

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.e

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: STAFF

DATE: September 5, 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.

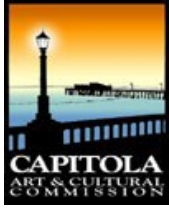
At the July commission meeting the subcommittee requested that the call to artists be extended with updated requirements. The updated call to artists has been revised on the City Website and circulated to local Art Council and websites. Artists who submitted for the first call have been notified about 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



Item #: 5.f

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: Commissioner Hill

DATE: September 5, 2022

SUBJECT: Plein Air

Recommended Action: Discuss 2022 Plein Air

BACKGROUND

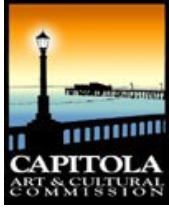
The 2022 Capitol Plein Air is scheduled to place from October 31 – November 6. Forty professional artists took part in the event in 2021.

Commissioner Hill serves as the Plein Air subcommittee chair.

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.g

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: Staff
DATE: September 5, 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

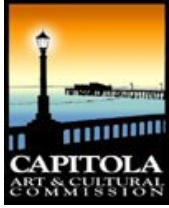
Staff has communicated with the Public Works Department on these items.

Commissioner McPeak is the chair of the subcommittee.

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager



Item #: 5.e

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: Commissioner Hill
DATE: September 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.

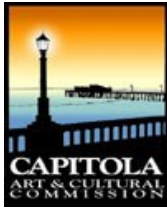
At the Commission retreat, the park next to Soquel Creek by Stockton Ave was decided as the preferred location.

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: Nikki Bryant LeBlond
Recreation Division Manager



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 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.

| | Segment | Handrail Length (feet) |
|---|--|-----------------------------------|
| 1 | Bottom of the hill to El Camino Medio | 92 |
| 2 | El Camino Medio to crosswalk stairs @ Fanmar | 452 |
| 3 | Fanmar crosswalk to Central Ave | 96 |
| | Total | 640 |

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

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.

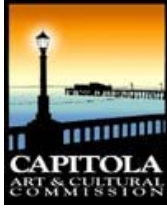
This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

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*



Item #: 5.j

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF September 13, 2022

FROM: Commissioner Hill
DATE: September 9, 2022
SUBJECT: Begonia Festival Commemoration Event

Recommended Action: Receive Report

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 took place on September 3rd and 4th, with music and dancing on September 4th at Esplanade Park.

Commissioner Hill to provide report

FISCAL IMPACT

ATTACHMENT

Begonia Festival Report

Report Prepared By: Nikki Bryant LeBlond
Recreation Division Manager

DATE: Sept. 8, 2022
TO: Capitola Arts and Cultural Commission
FROM: Laurie Hill, Arts and Cultural Commissioner
SUBJECT: Report on Tribute to the Capitola Begonia Festival: Sept. 3 and 4, 2022

On September 3rd and 4th, 2022, the Capitola Arts and Cultural Commission sponsored a Tribute to the Capitola Begonia Festival, honoring the 65 year history of the festival. The event took place at City Hall, the Capitola History Museum and in Esplanade Park. Event collaborators included the Capitola Museum and the Capitola Beach Festival. The museum also included a small display at the Capitola Library.

The City Hall displays consisted of historical materials collected for the Begonia Festival Gala held in 2017 and assembled by Capitola Begonia Festival volunteers Rocio Sullivan, Juanita Rodas and Ann Litchfield. A commemorative video was shown. Deborah Osterberg, Capitola Museum's Director, added to the displays and served as a docent. Volunteers extended the museum's hours during the event. A steady stream of people viewed the exhibition over the weekend. Many residents that participated or viewed the Festival over the years, many from out of town, and several stopped who had never seen the festival. Many shared stories and asked lots of questions. Some brought materials to share with the museum. Both the Capitola Times and the Sentinel covered the event.

The museum accepted donations for Begonia Festival posters from past years. Posters were donated by artist Evelyn Jenkins Drew, and volunteers Laurie Hill and Rocio Sullivan. The museum held a silent auction for a 1978 poster. The museum reported \$1,126 in donations and over 330 visitors to the museum over the weekend.

On Sunday in Esplanade Park, the Capitola Ukulele group played from 3-3:30 pm, the Te Hau Nui School of Hula danced 3:30-4:00, and the Little Big Band played 4:00-6:00 pm. Classified Sound provided engineering for the afternoon. The Little Big Band dedicated their concert to the late David Shoaf, long time band member and Begonia Festival leader. Capitola Beach Festival volunteers shared information regarding their upcoming September 24/25 events. Commissioner Cahalen coordinated the activities in Esplanade Park.

Volunteers David Peyton and Andrew Baumhart served as key logistics coordinators. Kelly Barreto helped navigate the City's Special Event permit. Mayor/Commissioner Storey secured the City funding for the band and sound engineer.

Event Expenditures:

| | |
|--|---------------|
| • Marketing posters and postcards (designed by volunteer Cindy Kiernan and paid for by Friends of the Commission): | \$301 |
| • Printing for display materials (Friends of Commission) | 236 |
| • Little Big Band Concert (City) | 750 |
| • Sound Engineer (City) | <u>800</u> |
| Total Expenditures: | \$2087 |