



# **CAPITOLA**

## **ART & CULTURAL COMMISSION**

### **MEETING AGENDA**

**Tuesday, February 19, 2019**

**6:30 p.m.**

**Capitola City Community Room**

#### **Commission Members**

Roy Johnson

Mary Beth Cahalen

Courtney Christiansen

Rick Gross

Laurie Hill

Susan McPeak

Sam Storey

James Wallace

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minutes- November 13, 2018**
- 5. General Business –**
  - a. Music and Movie Selection Committees**
  - b. Plein Air (Verbal)**
  - c. Public Art**
  - d. Annual Report**
- 6. Commissioner Reports-**
- 7. Staff Report-**
- 8. Communications-**
- 9. Future Agenda Items –**
- 10. Adjournment**

*Notice: The Art and Cultural Commission meets on the second Tuesday at 6:30 PM in the City Council Chambers located at 420 Capitola Avenue, Capitola.*

#### **Staff Representatives**

Kelly Barreto &  
Larry Laurent

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

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

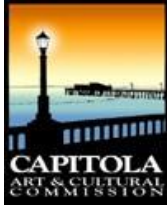
*Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the boards' decision. The notice of appeal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

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

Tuesday, January 15, 2019 6:30 p.m.

**Community Room**

1. **Call to Order-Roll Call:** Present: Johnson, Storey, Cahalen, Gross, Connolly, Hill, Gross, Wallace  
Absent:
2. **Approval of Agenda-** M/S Storey/Cahalen Approved Unanimously
3. **Oral Communications-** Commissioner Hill discussed the status of the Plein Air chair. There are trying to secure a coordinator by March. Susan McPeak asked about the time commitment for the position. Staff will send Commissioner Hill the work plan from 2018.
4. **Approval of November 13, 2018 Minutes-** M/S Storey/Connolly. Approved unanimously.
5. **General Business-**
  - a. **Chairperson:** Commissioner Storey Nominated Commissioner Johnson for the Chair. Approved unanimously. Commissioner Cahalen nominated Commissioner Storey as Vice-Chair. Approved unanimously.
  - b. **Music and Movie Selection Committees** Music Selection Committee will be Chair Johnson and Commissioners Wallace and Gross. Movie Selection Committee will be Vice-Chair Storey and Commissioner Cahalen.
  - c. **Commissioner Appointment:** Susan McPeak applied for the vacant at-large commissioner. After interview Ms. McPeak M/S Storey/Gross to recommend her to City Council. Approved Unanimously
6. **Commissioner Reports** – Chair Johnson wanted to schedule the annual retreat. Staff will send communication to commission to decide on date.
7. **Staff Report-** Staff reported that the last piece of the mural will be completed when there is a break in the rain.
8. **Communications-** Commissioner Cahalen asked about the status of the sea ball sculpture. Commissioner Hill reported that she will be reaching out to the Begonia public art group
9. **Future Agenda Items** – Begonia public art project, Bronze sea balls.
10. **Adjournment**



Item #: 5.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 19, 2019

FROM: STAFF  
DATE: February 13, 2019  
SUBJECT: Music Selection Committee

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**Recommended Action:** Receive Report

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### **BACKGROUND**

The Capitola Art and Cultural Commission Music Selection Committee met on February 8, 2019 and made selections for the Twilight Concerts and the Sunday Art and Music at the Beach events. Staff will work with the bands and sponsors to determine the schedule.

### **FISCAL IMPACT**

### **ATTACHMENT**

2019 Art and Cultural Commission Music Selections

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

# 2019 Art and Cultural Commission Music Selections

## Twilight Concerts

Band	Type of Music	Notes
HouseRockers	Rock & Soul	
Tsunami	Classic Rock & 60's, 70's, 80's	
Todd Morgan	Pop/Rock	
Live Again	Soul, Funk & Rock	New
Mike Hammer & The Nails	Contemporary Blues (Dance Music)	Has not played since 2013
Joint Chiefs	R&B, Funk, Soul	Backup band in 2018
Extra large	Funky Fun	
The Inciters	Soul (60s)	New. Backup band in 2018
Mambo tropical	Salsa	
Long train runnin'	Classic Rock	
Glory	Pop, R&B, Country & Rock	New
Everyday people	Classic Latin Rock	
Dig beats	Rock	

Back up bands;  
What The Funk  
Harry & The Hitmen

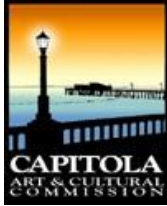
## 2019 Art and Cultural Commission Music Selections

### Sunday Art and Music at the Beach

Art: 11am-5pm; Music 2-4pm

Band	Type of Music	Notes
Singing Wood	World Music/Africa	
The Gitanos	Acoustic Latin Rock	New
Samba Cruz	Brazilian	
Alex Lucero	Smooth Grooves	New
Harpin & Clark	Jazzy, gypsy, county blues	
Acoustic Soul	Smooth Jazz	Backup in 2018

Backup bands;  
Simple Creation  
7th Wave  
Kuzanga Marimba



Item #: 5.c

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 19, 2019

FROM: STAFF  
DATE: February 13, 2019  
SUBJECT: Public Art

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**Recommended Action:** Provide Direction

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### **BACKGROUND**

At the January 15, 2019 Art and Cultural Commission Meeting, staff was requested to add an agenda item to discuss the Begonia Festival and Bronze Sea Ball public art projects.

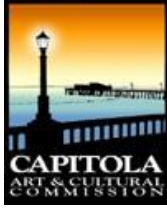
The Esplanade wall sea relief sculptures was recommended as a public art project by the Art and Cultural Commission to the City Council in 2018, however it was not approved by the City Council. The City Council liked the sculptures but gave direction to the Commission to propose a different location. The City Council felt that the proposed location on the Esplanade Wall was too heavily used for the sculpture to be installed at that location.

In 2018 the Commission formed a sub-committee to work on the Begonia Festival public art project. The sub-committee has met and will report to the full commission.

### **FISCAL IMPACT**

### **ATTACHMENT**

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



Item #: 5.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 19, 2019

FROM: STAFF  
DATE: February 1, 2019  
SUBJECT: 2018 Annual Report

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**Recommended Action:** Review and provide input for 2018 Annual Report.

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### **BACKGROUND**

The Capitola Municipal Code, Section 2.56.050(E) requires the Art & Cultural Commission to submit an annual report and assessment of the Art and Cultural Commission's goals, plans and objectives for the next fiscal year as well as review the previous year. Staff has prepared the annual report for your review and input regarding the future projects being discussed and considered. The report will be presented to the City Council at the March 14, 2019 meeting.

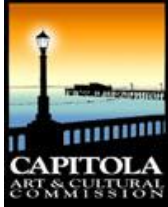
### **FISCAL IMPACT**

None

### **ATTACHMENT**

2018 Annual Report Attached

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



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

# **CAPITOLA ART & CULTURAL COMMISSION**

## **ANNUAL REPORT 2018**

### **Background:**

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

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

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

### **Members during 2018:**

Mike Termini (Chair & City Council Representative), Roy Johnson (Vice-Chair), Mary Jo Connolly (Artist), Sam Storey (Planning Commission Member), Rick Gross (At Large Member), Mary Beth Cahalen (At Large Member), and Laurie Hill (At Large Member)



## **2018 Highlights: Events & Entertainment:**

### **Twilight Concerts:**

The Art and Cultural Commission organized the 34th annual Twilight Concerts Series. This annual series offered 13 free concerts in Capitola Village on Wednesday evenings during last summer months. The free, family concerts attract over 1,000 attendees to each of the free, family friendly. Every concert is sponsored by a private donor in the amount of \$1,400. The sponsorship amount was increased in 2018 to help cover the increased costs of putting on the concerts. The performing bands are paid either \$1,000 or \$1400, depending on the number of band members. A sound engineer is contracted to provide the sound for the concerts.

Promotion of the concerts includes the distribution of over 8,000 postcards, as well as press releases to the local newspapers. The concerts are also advertised on the City's website and social media outlets. The Friends of the Art and Cultural Commission sold clothing and other merchandise in 2018

2018 Sponsors: Earthworks Paving Contractors, Ow Family Properties, Devcon Construction, Britannia Arms, The Sand Bar Capitola, Gayle's Bakery & Rosticceria, Marriott-Fairfield Inn – Capitola, Zelda's, Lanai Financial Solutions-Christine McBroom, Toyota of Santa Cruz, Capitola Mall, Capitola Beach Suites, Left Coast Sausage Worx and Mijo's Taqueria (shared sponsorship).

2018 Bands: Wooster, Mambo Tropical, Todd Morgan & the Emblems, Big City Revue, Joint Chiefs, Extra Large, Mark Russo and the Classy Cats, Blackouts, The Houserockers, St. Gabriel's Celestial Brass Band, Digbeats, Everyday People, Long Train Runnin'

Planned/Considered Changes: Work with sound engineers to improve sound quality.

### **Movies at the Beach:**

Organized the 14<sup>th</sup> annual Movies at the Beach event. The free Movies on the Beach series was comprised of four movies for the first time in 2018. The Commission took over the Labor Day Weekend Movie which had been put on by the Begonia Festival in the past. The movies regularly attract over 500 people, with the animated movies brining the largest crowds, whether depending. The entire movie series was sponsored by Pizza My Heart for \$3,000, which covers the cost of hiring a projectionist and the rental of the movies. The movies are promoted on the event postcard, as well as the City website, scroll, social media, and banners.

- Movie Event Evaluation: In the past, the Commission hosted three movies as part of the Movies at the Beach event and the Begonia Festival hosted a fourth movie. All movies were shown on a screen secured to the bandstand stage. These free family friendly events continue to grow in popularity. Cinelux Capitola Café and Lounge donated popcorn was provided free to attendees. Volunteers and students served the popcorn to the audience.

Movies: Sing, Cars 3, Zootopia, A Wrinkle in Time

Sponsors: Pizza My Heart sponsored the all four movies.

Planned/Considered Changes:

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

The Commission helped organized the Sunday Art and Music at the Beach Events. This event takes place on six Sunday's during the summer months. This event is free to attend. The Sunday Art and Music at the Beach program continues to be coordinated by Leslie Fellows on a contract basis. Artists pay for booth rentals to display and sell their arts and the funds are used to pay the program coordinator.

Live music was added in 2010 and requires securing sponsors for the music costs. The bands provide their own sound amplification and the music styles are geared toward quieter sound than the Twilight Concerts.

Music and Art at the Beach Evaluation: GreenWaste Recovery donated \$2400 to cover all band cost for the bands at all six dates in 2018. The bands continue to bring in positive reviews from beach goers as well as art buyers and sellers alike.

Musicians: Ron Kaplan, Simple Creation, Singing Wood Marimba, Samba Cruz, Speakeasy 3, 7<sup>th</sup> Wave

Sponsor: GreenWaste Recovery, Inc.

Planned/Considered Changes:

- Find new artists
- Use social media to promote the event

## **Opera at the Beach**

In 2015, the Art and Cultural Commission hosted an inaugural opera production by the Bay Shore Lyric Opera. In 2018, Opera at the Beach took place for the fourth time, the performance of Mozart's Cosi Fan Tutte was accompanied by conductor Michael

DiGiacinto and members of the Winchester Orchestra. Attendance was higher in 2018, but will continue to find avenues to promote to the community. The opera took place at 12 p.m. to reduce the amount of direct sun on the stage and the musicians.

Sponsor: Arranged by the Bay Shore Lyric Opera

Planned/Considered Changes: Use social media to better promote opera. Look for partnerships in the art community. Secure additional sponsorship.

## **The Magic of Capitola - En Plein Air**

The Art and Cultural Commission added a Plein Air event in 2015. In, 2018, the event took place November 1-4. Artists painted throughout the City, but primarily along the coast and Soquel Creek. Nearly 100 artists applied for the event, and 40 were selected to take part in the juried competition, exhibition and sale. The artists created art in the open air throughout Capitola. People had the opportunity to watch artists create art throughout the weekend. The judging and sale took place on the November 4<sup>th</sup> at New Brighton Middle School and was a tremendous success. Artists sold over \$10,000 in paintings at the event.

In 2018, the City of Capitola contracted with Jenny Shelton to coordinate the Plein Air event. In addition, it took many volunteer hours to put on the even, with many commissioners assisting. Special acknowledgement needs to go to Commissioners Laurie Hill, Mary Jo Connolly, and Rick Gross who all donated a significant number of hours to ensure the event took place and was a tremendous success.

The City Council approved \$3500.00 for the production of the Plein Air event and \$2250.00 to purchase the first and second place winners in the professional division. The winning paintings will remain part of the City's permanent art collection. Artists were charged entry fees and contributed a portion of sales for future children's art in the community. Additional sponsors were secured to help put on the event.

First place winner in 2018 was "Good Morning Capitola" by Wendy Brayton and second place winner was "Jacks Place, Pleasure Point" by Scott Hamill.

Sponsors: Gayle's Bakery & Rosticceria, Fairfield Inn and Suites -Capitola, Palace Arts, Lenz Arts, Good Times, Shadowbrook Restaurant, San Lorenzo Floors, Capitola Soquel Chamber of Commerce, Capitola Village and Wharf Business Improvement Association, Local Santa Cruz, Santa Cruz County Association of Realtors, Times Publishing Group,

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

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

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

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

The following is a list of projects funded in 2018 by the Public Art Fee:

- Professional winning paintings from Plein Air Event. Will be displayed in the City Council chamber and become part of the City's permanent collection.

In 2018, the Commission completed three public art projects;

- Capitola Avenue Railing
- Esplanade Park Sculpture
- McGregor Skatepark Mural

The balance of the Public Art fund is currently approximately \$177,000.

### **Continuing in 2019:**

#### Events & Entertainment:

- Twilight Concerts-35<sup>th</sup> annual concert series offer 13 free concerts in Capitola Village on Wednesday evenings during the summer months.
- Movies at the Beach event-15<sup>th</sup> annual event offered 5 free movies on the beach.
- Sunday Art and Music at the Beach events-6 Sunday's during the summer months several artists display and sell their arts. Offer live music during all the events. Musician costs are covered by sponsorship.
- Capitola Opera at the Beach
- Capitola Plein Air

## **Goals and Activities (Based on 2018 retreat)**

**GOAL 1:** Collaborate with the City of Capitola on specific art & cultural projects while educating on the value of art and culture in Capitola

- The Wharf:
  - Interpretive art
  - Employ technology (Hi and Low)
  - Sponsor
  - Interactive
  - Representing the diversity of local marine life
    - Meet with Seymour to plan project
- Jetty project:
  - Ensure it is accessible and artistic
  - Place art where it is visible
- Murals and Signs:
  - New “Welcome to Capitola” signs
  - Murals at identified spots
- Esplanade Park:
  - Explore opportunities including but not limited to:
    - Showers
    - Shade umbrellas
    - Removal of trees and planters
    - Entry to Jetty
- Rispin as a focal point:
  - Performing arts
  - Fountain, working with the City
  - Install art

**GOAL 2:** Support public art in the 41<sup>st</sup> Avenue and Capitola Road area

- Increase the number of pieces of art in the area
- Coordinate with existing art

**GOAL 3:** Promote Capitola as a culturally rich community with one-time and ongoing Festivals, Events, Performing Arts and programs

- Memorialize and celebrate the Begonia Festival
  - Choose and install a commemorative village sculpture or mosaic
  - Seal
- Explore new festival possibilities
- Support current activities and programs

**GOAL 4:** Ensure that art is central to Capitola by acquiring and curating public art projects

- Identify where art installations are needed in Capitola:
  - Library
  - Park Avenue mural
  - Balls
  - Capitola Avenue hill
  - Capitola Mall
  - City Hall
- Establish timeline of future locations:
  - Trestle
  - Parking lot
  - Depot Hill
  - Stairs
  - Rail/Trail
  - Carousel
  - Roundabout

**GOAL 5:** Expand people's involvement in the art and culture of Capitola and implement the Master Plan

- Acquire and engage volunteers:
  - Identify volunteer opportunities within Capitola Art & Cultural Commission activities and programs
    - Invite the public to make suggestions on art programs
    - Artist Selection Panels
    - Opportunities within events
      - Plein Air
      - Performances
  - Engage volunteers by establishing a system for capturing and maintaining their contact information with a database and by following up with all potential volunteers
    - Work with staff to maintain list of interested volunteers
    - Send invitations
    - Use newsletter
- Evaluation of impact of the Commission's projects and programs:
  - Add a question to the City survey
  - Analyze survey results for future planning
  - Review the Master Plan to determine desired outcomes
- Art education of Capitola's children and youth:
  - Cultural activities
  - Youth artwork displayed

## TIMELINE

<b>2018/2019</b>	<b>2020</b>	<b>2021</b>
Begonia commemorative (Laurie)	41 <sup>st</sup> Avenue projects	Rispin Fountain (working with the City)
Murals and signs	Wharf (working with City)	Rispin Performing Arts
Library	Jetty (working with City)	Esplanade (working with the City)
Review Master Plan	Grow Plein Air (Laurie)	Roundabout art
Add question to City survey		
Volunteer engagement		
Sponsorships		
Meet with Seymour about Wharf (Roy)		