



CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, January 14, 2020 6:30 p.m.
Capitola City Council Chambers

Commission Members

Roy Johnson - Chair

Laura Alioto

Mary Beth Cahalen

Courtney Christiansen

Laurie Hill

Susan McPeak

Kelly Mozumder

Sam Storey

James Wallace

Youth Member

Ayden MacKenzie

Staff Representatives

Kelly Barreto &
Larry Laurent

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minutes- December 10, 2019**
- 5. General Business –**
 - a. Chair and Vice Chair Selection**
 - b. Plein Air**
 - c. Merchandise**
 - d. Battle of the Bands (Verbal)**
 - e. Monterey Railing (Verbal)**
 - f. Esplanade and Park Trash Cans (Verbal)**
 - g. Depot Hill Stairs (Verbal)**
- 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.

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

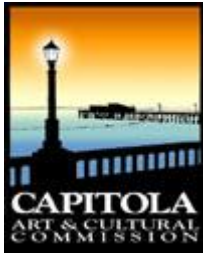
Tuesday, December 10, 2019 6:30 p.m.

Council Chambers

1. **Call to Order-Roll Call:** Present: Johnson, Storey, Alioto, Wallace, Hill, Mozumder, Cahalen, Christiansen
Absent: McPeak
2. **Approval of Agenda-** M/S Storey/Johnson Approved Unanimously
3. **Oral Communications-** Chair Johnson asked about the Mall conceptual plan at City Council meeting. He had to leave early and was interested in what happened. Commissioner Storey gave his impressions of the meeting that most liked, but there were concerns on size, number of units, and massing. Hotel was also a request of a number of people.
4. **Approval of November 12, 2019 Minutes-** Commissioner Storey pointed out that he was not at the November meeting and minutes need to be changed to reflect that. M/S Cahalen/Johnson with changes. Approved unanimously.
5. **General Business-**
 - a. **Commissioner Applications.** – Staff report on the three commissioners that were up for recommendation to the City Council. M/S Alioto/Mozumder. Approved unanimously.
 - b. **2020 Meeting Calendar** Staff reported on the proposed 2020 meeting calendar. Approved unanimously.
 - c. **Selection Committees** Music Selection Committee Chair Johnson, Commissioner Wallace, Commission Alioto. Movie Selection Committee Commissioner Cahalen, Commission Storey, Commissioner Mozumder. Approved unanimously.
 - d. **Plein Air (Verbal)** Commissioner Hill reported that that they are now paying artists. Finances are looking good, do not have it finalized. Will need to decide on art education donation for 18 & 19. Will need help with tax for 18 & 19. Judge commented to Commissioner Hill that it was one of the best organized events he has attended.
 - e. **Battle of the Bands (Verbal)** Commissioner Wallace reported that they have had multiple meeting. Kelly Barreto and Jon Dufour have attended. Saw Be Natural concert a Kuumbwa. They used only one drum kit. Kelly and John visited the New Brighton facility. Looking at 8 bands in 3 hours. Not sure what attendance will be. Commissioner Storey felt it was time to determine budget. Will meet as subcommittee to discuss.
 - f. **Monterey and Wharf Railings (Verbal)** Chair Johnson reported that the subcommittee has not met. Contacted Peter Wilk and he will be participating and is enthusiastic.
 - g. **Esplanade and Park Trash Cans (Verbal)** Commissioner Christiansen reported that there is no update.
 - h. **Depot Hill Stairs (Verbal)** Commissioner Cahalen reported that they used an example of a public art call that had many of the same elements. Will need to

figure out about maintenance and anti-graffiti. Staff will send costs of previous murals to Commissioner Cahalen and Alioto.

6. **Commissioner Reports** – None.
7. **Staff Report**- None
8. **Communications**- Commissioner Cahalen reported that February 8th is Sip and Stroll. Commissioner Mozumder felt that balloons at the cookie stroll would have helped.
9. **Future Agenda Items** – Merchandise.
10. **Adjournment** –



Item #: 5.a

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF January 14, 2020

FROM: STAFF

DATE: January 8, 2019

SUBJECT: Chair and Vice Chair Selection

RECOMMENDED ACTION: Elect a Chairperson and Vice Chairperson

BACKGROUND

According to the Art & Cultural Commission Bylaws, the chairperson and vice chairperson shall be elected following the first day of January of each year. The positions shall be elected by a majority vote of the membership. The Chairperson presides at all meetings and is the representative of the Commission before the Council.

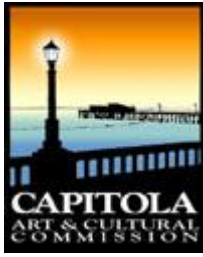
The Vice Chairperson assumes the duties of the Chairperson in their absence.

FISCAL IMPACT

No fiscal impact.

ATTACHMENT –

Report Prepared By: Larry Laurent
Assistant to the City Manager



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF January 14, 2020

FROM: STAFF
DATE: January 8, 2020
SUBJECT: 2019 Plein Air Report

RECOMMENDED ACTION: Receive Report and give direction for youth art contribution.

BACKGROUND

Commissioner Hill, who also serves as the Plein Air Committee Chair has completed a report and financial analysis of the 2019 Capitola Plein Air Art Festival. The 5th annual Capitola Plein Air Art Festival took place from October 30th through November 3rd.

Attached is the report and financial analysis from Commissioner Hill.

FISCAL IMPACT

The fiscal impact to the Friends of the Art and Cultural Commission will be determined by the approved contribution to youth art programs.

ATTACHMENT –

2019 Plein Air Report
2019 Plein Air Expenses

Report Prepared By: Commissioner Laurie Hill
Chair of 2019 Plein Air Subcommittee

Date: December 29, 2019
To: Capitola Arts and Cultural Commission
From: Laurie Hill, Commissioner and Chair of the 2019 Capitola Plein Air
Subject: Capitola Plein Air Follow up

The 5th Annual Capitola Plein Air (CPA) was a success. Forty professional artists painted out of doors in Capitola from Oct. 31- Nov. 3. We added a 2 – hour ‘Quick Draw’ on Saturday, Nov. 2 and we concluded the event on Sunday, Nov. 3 with an exhibition, competition and sale at New Brighton Middle School Performing Arts Auditorium. Sunday’s event included live music, an art activity for all ages and free art supplies provided by two of our sponsors.

The event was modeled after the three previous CPAs with the following additions:

- One added day of painting
- Saturday 2-hour Quick Draw (including sale and awards) and a musical performance at Esplanade Park
- Three additional free lunch coupons for the artists
- Added three days of free parking for the artists
- Judge presentation at the Sunday event

We had about 10 fewer artist applicants, but outstanding choices remained for the jurors. We attribute the fewer artists to reduced lead time for the Call to Artists and limited publicity, particularly social media in general and paid Face Book ads in particular.

The logistics for all activities went very well thanks to a strong volunteer team and duplication of what has worked well in the past.

Thank you to Commissioners Susan McPeak, and Courtney Christiansen for their steady support on the committee. Jill Nelson, Nelson Design, provided all of the graphics and website support. Rick Gross secured new in kind sponsors and coordinated the music and food vendor contracts. Lynne McFarlane led the hospitality effort and Linda Segal provided support for the third year. Annette McGowan, artist, served again as our subject matter expert. David Peyton helped with logistics. Staff members, Larry Laurent and Kelly Barreto, demonstrated strong commitment to our efforts. We also engaged Joyce Murphy for the Quick Draw results tally and Lissa Christie for event sales.

We provided hosted accommodations for a few of our out-of-town artists – something that we would like to continue to expand upon. The Artist Mixer sponsored by Shadowbrook continues to be a distinctive and appreciated component of the event.

Last minute leadership changes for the Quick Draw had little measurable impact with the addition of some talented volunteers in support.

Art sales were down from 2018 (both in number of pieces sold and total revenue) and sales revenue was further impacted by the “no commission” sales for the Quick Draw.

I have attached the full financial accounting for the event. We avoided the cost of a stipend to lead this event this year.

The attendance was very good at both the Quick Draw and the Sunday Event. Comments from both the attendees and the artists were very positive, including follow up remarks from the professional judge. I will follow up by surveying the participating artists.

Follow up actions required

Support 2020 Capitola Plein Air

I recommend that the Arts and Cultural Commission continue to support this event and make plans for 2020. Recommended dates: Wednesday, Oct 28 to Sunday, November 1.

I further recommend that we continue with the Saturday “Quick Draw” with some changes.

Sales Tax Report and Payment

In 2018 and 2019 we centralized the art sales: collecting all proceeds for the sale of art at the Sunday event. At the conclusion of the event we deposited all revenues in the Friends of the Capitola Arts and Cultural Commission bank account and paid the artists from this account.

We now need to submit a report and pay our sales tax. This requires a seller’s permit.

Because the Capitola Plein Air is an Art and Cultural Commission event, I request that the City facilitate this application and payment. I will provide to the City the total sales and tax collected for both 2018 and 2019. I can also provide the City with a check for the taxes due from the “Friends” account.

Contribute to Arts Education

We advertise that this event will contribute a portion of its proceeds to art education.

In 2018 we retained 30% commission from all arts sales. The 2018 commission revenue was \$ 4,995. In 2019 we again retained 30% commission on all art sales from the Sunday Event. This year's commission was \$3,294.

Some of these funds should be retained for continuation of the next Capitola Plein Air Event.

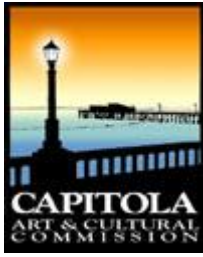
I recommend that the Arts and Cultural Commission contribute \$ 2,000 to the Santa Cruz Arts Council's Spectra program – arts in the schools.

Further, with a strong interest in keeping our arts education contributions local, I recommend that we contribute \$1,000 to the arts component of the new Capitola Recreation Department after school program at New Brighton Middle School.

Attachment: 2019 Financial Report

CAPITOLA PLEIN AIR 2019 REVENUE/EXPENSES			
		12/10/2019	
Revenues	Amount	Discription/Comments	
City	\$ 3,500.00		
Art Fund	\$ 2,800.00		
Online Juried Shows	\$ 2,157.00		
Sponsors	\$ 1,200.00	Fairfield/Marriott	
Sponsors	\$ 1,500.00	Gayle's	
Sponsors	\$ 600.00	Lenz	
Sponsors	\$ 1,200.00	Palace Arts	
Quick Draw	\$ -		
30% Commission	\$ 3,836.50	*\$542.50 received aft. event	
Total Revenue	\$ 16,793.50		
Expenses			
Quick Draw Awards	\$ 750.00	(\$500, \$150, \$100)	
Main Event Awards	\$ 2,500.00	(\$1,500, \$800, \$100, \$100)	
Ads			
Open St.	\$ 2,000.00		
Good Times	\$ 2,007.00		
Times	\$ 400.00		
SC Waves	\$ 936.69		
Facebook	\$ 36.00		
Marketing			
Banners	\$ 713.40		
Design Services	\$ 250.00		
Website	\$ 115.20	annual expense	
Posters	\$ 184.86		
Cards	\$ 221.61		
Art Photo	\$ 60.00		
Poster delivery			
Potter Art Purchase	\$ 500.00	Approved 11/12/19	
Printer supplies	\$ 82.03		
Photocopy	\$ 62.29		
Office Supplies	\$ 83.02		
Airhorn	\$ 14.10		
Postage	\$ 16.50		

Artist Hospitality	\$ 381.87	Lynne	
Event Expenses			
Q. D. Music	\$ 350.00		
Main Event Music	\$ 600.00		
Lunches	\$ 247.00	Volunteers	
Ribbons and Plaques	\$ 392.94		
Stamps	\$ 32.53		
Judge	\$ 250.00		
School Auditorium	\$ 430.00		
Art Activity	\$ 500.00		
Balloons	\$ 91.42	Woodworm	
Event Program	\$ 62.42	Jill	
Total Expenses	\$ 14,270.88		
	ART COMMISSIONS from Nov. 3		
Total Art Sales	\$11,968.20	Less Sales Tax	\$10,980
70% to Artists	\$7,686.00		
30% to Commission	\$3,294.00	*see aft event adj.	
Sales Tax	\$988.20		



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF January 14, 2020

FROM: STAFF
DATE: January 8, 2020
SUBJECT: Merchandise

RECOMMENDED ACTION: Receive Report and form a merchandise subcommittee.

BACKGROUND The Friends of the Art and Cultural has historically sold logoed shirts and other merchandise at the twilight concerts to raise funds for youth art event and program financial support.

After the end of the 2019 season, the remaining stock of shirts and sweatshirts is limited. In addition to the shirts and sweatshirts, the Commission approved the purchase of stickers in 2019. If the Commission wants to continue to sell merchandise, it is recommended that a subcommittee be formed to determine what should be sold.

FISCAL IMPACT

Unknown fiscal impact to the Friends of the Art and Cultural Commission to purchase merchandise to sell in 2020.

ATTACHMENT –

Inventory List of Shirts and Sweatshirts

Report Prepared By: Larry Laurent
Assistant to the City Manager

	Small	Medium	Large	Extra Large	Double Extra Large
Tan LS	14	3			
Red LS	8	2			
Grey LS		11	4	8	
Black LS	2	4		16	6
Blue LS			1		
Red Womens SS		2	6	3	
Sweat Shirt			5	6	