



CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, March 10, 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- February 11, 2020**
- 5. General Business –**
 - a. Sea Walls Santa Cruz**
 - b. 2019 Annual Report**
 - c. Retreat**
 - d. Battle of the Bands (Verbal)**
 - e. Monterey Railing (Verbal)**
 - f. 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.

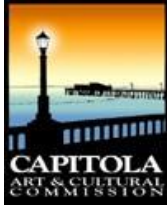
Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the boards' decision. The notice of appeal 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, February 11, 2020 6:30 p.m.

Council Chambers

1. **Call to Order-Roll Call:** Present: Johnson, Storey, Alioto, Wallace, Hill, Cahalen, McPeak
Absent: Christiansen, Wallace
Approval of Agenda- M/S Cahalen/Johnson Approved Unanimously
2. **Oral Communications-** Commissioner Cahalen stated the next Capitola Sip and Stroll will take place May 9th.
3. **Approval of January 14, 2020 Minutes-** M/S Hill/Alioto. Approved unanimously.
4. **General Business-**
 - a. **Music Selection Committee**—Staff reported on the selections. Chair Johnson said it was successful. Commissioner Alioto commented that Sasha’s Money posted on social media the day after they were notified.
 - b. **Recreation After School Art** Staff reported on the program. They are looking for an instructor. Commissioner Hill will push out to artists.
 - c. **Retreat** Will be from 9 am – 12 pm on March 14th at Commissioner Cahalen’s House.
 - d. **Battle of the Bands (Verbal)** Commissioner Cahalen reported that there have been signups. Subcommittee will meet Friday. Jon Dufour is doing sound. Will need to get the Friends Square account activated.
 - e. **Monterey Railing (Verbal)** Chair Johnson reported that the subcommittee had met Peter Wilk put together the document. Chair Johnson will need to edit. Chair Johnson commented that this will be a major project. Commissioner Hill mentioned that there may be a way to incorporate Begonia Festival into the railing. Will discuss at the retreat.
 - f. **Esplanade and Park Trash Cans (Verbal)** Commissioner McPeak reported that after several meetings the subcommittee does not believe this within the scope of the Commission. Commissioners concurred and thanked her for the work.
 - g. **Plein Air (Verbal)** Will need to speak with Finance Director regarding sales tax.
5. **Commissioner Reports** – Commissioner Mozumder reported that the movies that were selected are Frozen 2, Mulan, and Dora and the Lost City of Gold
6. **Staff Report-** None
7. **Communications-**
8. **Future Agenda Items** – Merchandise,
9. **Adjournment** –



Item #: 5.a

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF MARCH 10, 2020

FROM: STAFF
DATE: March 4, 2020
SUBJECT: 2019 Annual Report

Recommended Action: Receive Presentation

BACKGROUND

In January, the City was contacted by Taylor Reinhold, the Project Director for the Santa Cruz County Sea Walls: Artists for Oceans project. Mr. Reinhold asked to give a presentation to the Art and Cultural Commission. Mr. Reinhold is one of the artists that created the mural at the Monte Family Skatepark.

The project is a community-based public art project to help raise environmental awareness of and public engagement in issues related to the conservation of Santa Cruz' marine natural resources, the Bay Area, and the world's oceans. In May/June 2020, our team of international and local artists will gather in Santa Cruz, over a period of ten days, to create a series of locally relevant public artworks to help spur environmental activism, while beautifying the town's urban streetscape.

FISCAL IMPACT

Unknown

ATTACHMENT

Sea Wall Santa Cruz Partnership Presentation

Report Prepared By: Larry Laurent
Assistant to the City Manager



SEA WALLS SANTA CRUZ

Partnership Proposal • Q2 2020



SUSTAINABILITY EDUCATION ECOLOGY DESIGN
PANGA SEED
FOUNDATION

PO Box 4775, Hilo, HI 96720 | pangeaseed.org | info@pangeaseed.org

WELCOME!

Thank you for taking the time to view this proposal and your consideration to become a supporter of Sea Walls Santa Cruz, a community-based public art project to help raise environmental awareness of and public engagement in issues related to the conservation of Santa Cruz' marine natural resources, the Bay Area, and the world's oceans. In the following pages, you will learn more about the Sea Wall: Artists for Oceans program, and what we aim to accomplish in Santa Cruz through ARTivism.

Should you have any questions, please do not hesitate to contact us via the information below.
Thank you for your time and consideration.

TAYLOR REINHOLD

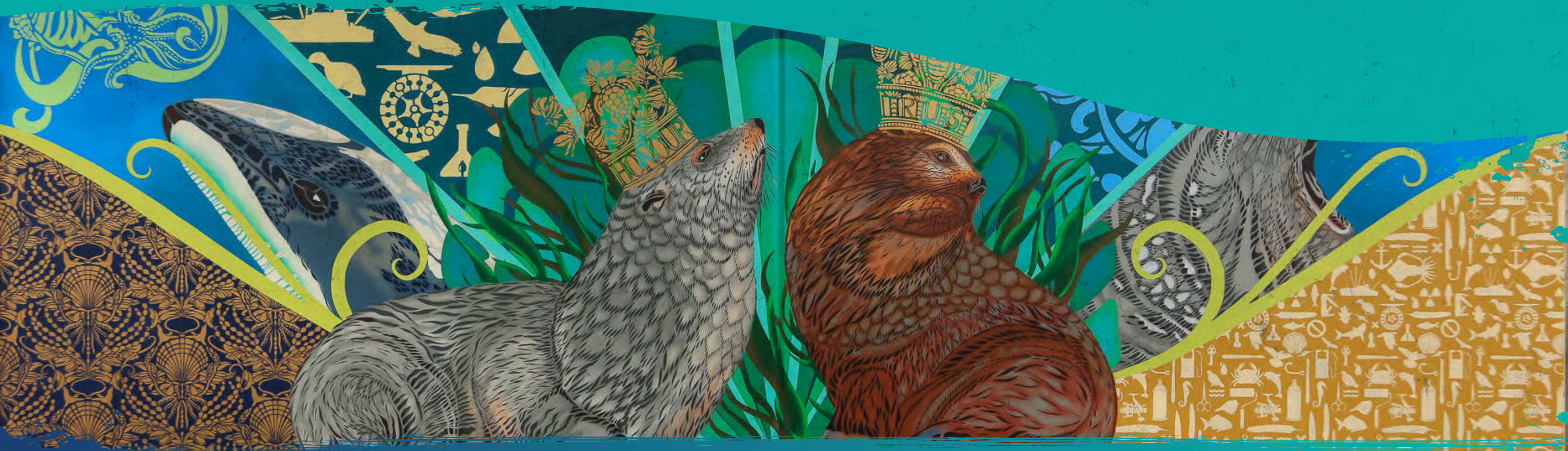
Project Director,
Sea Walls Santa Cruz
taylor@pangeaseed.org

TRE PACKARD

Executive Director,
PangeaSeed Foundation
tre@pangeaseed.org

AKIRA BIONDO

Director of Operations,
PangeaSeed Foundation
akira@pangeaseed.org



WHO WE ARE

ABOUT PANGEASEED FOUNDATION



Our mission is to empower individuals and communities to create meaningful environmental change for oceans through ARTivism, education, and science.

PangeaSeed Foundation is a Hawai'i-based, internationally engaged non-profit organization acting at the intersection of culture and environmentalism to further the conservation of our oceans.

Now, more than ever, we believe the synthesis between creative expression, nature, and society can powerfully (re)connect us and communities with the planet's most important ecosystem. - The Ocean.

PangeaSeed Foundation is a 501(c)(3) tax-exempt organization and contributions made to the organization are tax deductible to the extent permitted by U.S. law.

WHO WE ARE

ABOUT SEA WALLS: ARTISTS FOR OCEANS



Taking the ocean into streets around the world.

Sea Walls: Artists for Oceans is PangeaSeed Foundation's public art program that brings the oceans into streets around the world.

To date, it has been the most powerful tool for the realization of our organization's mandate. With the help from our growing community of 300+ supporting artists, we continue to bring attention to the global plight of our oceans through ARTivism.

SEA WALLS SANTA CRUZ

A DROP OF PAINT CAN CREATE AN OCEAN OF CHANGE

We are excited to host the first Sea Walls: Artists for Oceans project to take place in Santa Cruz, California. In May/June 2020, our team of international and locals artists will gather in Santa Cruz, over a period of ten days, to create a series of locally relevant public artworks to help spur environmental activism, while beautifying the town's urban streetscape.

The public artworks will serve as educational tools and conversation-starters throughout the project and beyond. Addressing marine environmental issues relevant and of importance to the local community, our goal is to ignite ownership for the sustainability of natural resources.



FESTIVAL COMPONENTS

ART | EDUCATION | ACTION

Beyond the curation of purposeful, ocean-themed environmental public art, Sea Walls Santa Cruz aims to incorporate a whole host of side events, making it a holistic event for young and old alike. From youth outreach activities and film screenings to mural tours and panel discussions, the week-long programming will provide plenty of opportunities for the community to get involved.



Mural Painting



Film Screenings



Mural Viewing Tours



Beach Clean-Up



Panel Discussions



Youth Outreach



Art Exhibition



Opening & Closing Events

WHY SANTA CRUZ?

Numerous global, environmental issues face the Monterey Bay, including plastic pollution, shoreline erosion, overfishing, ocean acidification, river runoff, sea level rise, conservation of valuable ocean species, and climate change.

In addition, the entanglement of whales at the hands of commercial fisheries, point-source pollution from massive cruise ships, and the disregard for critical freshwater habitats such as the San Lorenzo River are issues that too often go unnoticed or are overlooked in the interest of economic growth and urban development.

Despite a wealth of scientifically conclusive findings and informative education about the harms of our actions, we far too often lack the political will and the people's buy-in necessary to effect meaningful change for the better.



WHY PUBLIC ART?

We believe that forging emotional connections to our environment is key to advancing the modern environmental movement, and our tool of choice is public art and muralism.

In an era of digital saturation and information overload, murals are more pertinent than ever. Public, accessible, and grassroots, they cut through the dialogue to make simple, powerful statements that endure much longer than thoughts on a Twitter feed.

We are at a critical moment in history where the crisis of our environment must be heard. Muralists have the unique power to make public environmental statements that transcend cultural and linguistic barriers, endure the test of time, and inspire us to make a change.

Public art is a direct way to not only spread awareness about the issues our world faces in a positive way but also to tangibly engage and build community to spur grassroots activism. It creates an opportunity for dialogue within the community, to discuss possible solutions and future goals. It inspires collaborative efforts for the next generations to continue a legacy of earthly stewardship.



WHO WE ARE

MEET THE SEA WALLS SANTA CRUZ TEAM



TAYLOR REINHOLD
Project Director, Sea Walls Santa Cruz

Born and raised in Santa Cruz, CA, Taylor is the founder of *Made Fresh Crew*, an arts collective ranging in talents from pottery, graphic design, videography, and painting. He works to promote creativity amongst youth through artistic community outreach projects, and has curated large-scale mural projects locally and abroad, working with nonprofit organizations, brands, and government. In 2011, he was granted a National Endowment of the Arts Award to co-curate the first ever Urban Arts Festival in Watsonville, CA.



TRE PACKARD
Executive Director, PangeaSeed Foundation

Tre' has traveled throughout Asia documenting some of most remote locations bringing to light never before documented fisheries contributing to the destruction of ocean ecosystems and the often illegal trade of threatened marine life. These experiences coupled with his interest in contemporary art led him to establish PangeaSeed in 2009 to cultivate a new era in marine conservation.



AKIRA BIONDO
Operations Director, PangeaSeed Foundation

Akira, originally from Switzerland, holds a BA in Sustainability Studies and a BA in Cultural Anthropology. Her passion for the environment stems from her extensive travels across the globe, and experiencing first hand, man's impact on the planet. She joined PangeaSeed in 2010 and has been part of the core team ever since. She is committed to leading by example and inspiring others to live more sustainably.

STRENGTH IN NUMBERS

OUR REACH IS GLOBAL



Social Reach

Cumulative Instagram and Facebook reach of
[@pangeaseed](#) and [@seawalls_](#)

135k



Age

Predominant age of our online audience

25-35 yrs

Gender

Demographics of our social media audience

51%
Male

49%
Female

SUPPORT SEA WALLS SANTA CRUZ

BE PART OF THE SOLUTION

We are excited at the prospect of aligning ourselves with you, your business, or organization, joining forces to help make this ground-breaking project a reality. We are open to working collaboratively, and to creating tailor-made partnership/sponsorship agreements which best promote your business and your involvement in Sea Walls Santa Cruz.

Align yourself with us, be a part of this global movement, and support PangeaSeed Foundation's efforts to save our seas. We would greatly appreciate your help in raising awareness for the plight of the oceans.

Please contact **Taylor** at taylor@pangeaseed.org to learn more about how you can get involved in Sea Walls Santa Cruz. If you have any questions about the following packages please do not hesitate to contact us at any time.





GREAT WHITE SHARK

SPONSOR PACKAGE

\$20,000 USD

Naming Rights & Printed Media

- Your name listed as follows on all promotional collateral: "X presents Sea Walls Santa Cruz"
- Prominent logo placement on all printed promotional collateral for Sea Walls Santa Cruz including flyers, posters, banners, and information plaques distributed locally
- Logo placement on select merchandise
- Opportunity to provide up to 10 branded streamers, flags, umbrellas or similar

Digital Media

- All social media posts on PangeaSeed Foundation and Sea Walls social media channels (Instagram, Facebook)
- Exclusive highlight in two newsletters to over 50,000 emails including brands, media, customers, and partners
- Logo placement on web-banners on the PangeaSeed Foundation web and Facebook pages
- Logo placement on event teaser video and wrap video
- Logo placement on dedicated project page on Sea Walls website
- Special mentions in all press interviews and press releases

Come Along!

- 10 complimentary tickets to all associated side events of the project



GRAY WHALE

SPONSOR PACKAGE

\$10,000 USD

Printed Media

- Prominent logo placement on all printed promotional collateral for Sea Walls Santa Cruz including flyers, posters, banners, and information plaques distributed locally
- Logo placement on select merchandise
- Opportunity to provide up to 10 branded streamers, flags, umbrellas or similar

Digital Media

- 10 social media posts on PangeaSeed Foundation and Sea Walls social media channels (Instagram, Facebook)
- Special mention in one newsletter to over 50,000 emails including brands, media, customers, and partners
- Logo placement on web-banners on the PangeaSeed Foundation web and Facebook pages
- Logo placement on event teaser video and wrap video
- Logo placement on dedicated project page on Sea Walls website

Come Along!

- 4 complimentary tickets to all associated side events of the project



SEA LION

SPONSOR PACKAGE

\$7,500 USD

Printed Media

- Prominent logo placement on all printed promotional collateral for Sea Walls Santa Cruz including flyers, posters, banners, and information plaques distributed locally
- Opportunity to provide up to 10 branded streamers, flags, umbrellas or similar

Digital Media

- 5 social media posts on PangeaSeed Foundation and Sea Walls social media channels (Instagram, Facebook)
- Special mention in one newsletter to over 50,000 emails including brands, media, customers, and partners
- Logo placement on web-banners on the PangeaSeed Foundation web and Facebook pages
- Logo placement on event teaser video and wrap video
- Logo placement on dedicated project page on Sea Walls website

Come Along!

- 2 complimentary tickets to all associated side events of the project



BROWN PELICAN

SPONSOR PACKAGE

\$1,500 USD

Printed Media

- Logo placement on Sea Walls Santa Cruz including flyers, posters, banners distributed locally

Digital Media

- Two social media posts on PangeaSeed Foundation and Sea Walls social media channels (Instagram, Facebook)
- Logo placement on event teaser video and wrap video
- Logo placement on dedicated project page on Sea Walls website



SEA OTTER

SPONSOR PACKAGE

\$750 USD

Printed Media

- Logo placement on Sea Walls Santa Cruz including flyers, posters, banners distributed locally

Digital Media

- Two social media posts on PangeaSeed Foundation and Sea Walls social media channels (Instagram, Facebook)
- Logo placement on event teaser video and wrap video
- Logo placement on dedicated project page on Sea Walls website



GARIBALDI

SPONSOR PACKAGE

CONTRA AGREEMENTS

Talk to us about how you might like to support Sea Walls Santa Cruz. We would love to work with you and appreciate any possible support for needs including but not limited to the following:

- Airline tickets or miles for project team and artists
- Hotel accommodations
- Transportation service
- Artist excursions
- Use of access equipment (lifts, scaffolding, and ladders)
- Catering for artist meals, opening receptions, special functions
- Artwork framing
- Printed media and promotional items
- Festival T-shirts and other merchandise
- Walls for murals



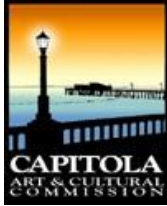
THANK YOU!

**We appreciate your time spent considering our oceans,
as our thoughts and actions have never mattered
more than the present.**

**For inquiries please contact info@pangeaseed.org
PO Box 4775, Hilo, HI 96720, USA | Visit pangeaseed.org**

#weareoceans





Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF MARCH 10, 2020

FROM: STAFF
DATE: February 27, 2020
SUBJECT: 2019 Annual Report

Recommended Action: Review and provide input for 2019 Annual Report.

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 26, 2020 meeting.

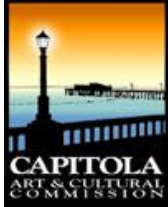
FISCAL IMPACT

None

ATTACHMENT

2019 Draft Annual Report

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 2019

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 2019:

Roy Johnson (Chair and Arts Professional Member), Sam Storey (Vice-Chair and Council Representative), Courtney Christiansen (Planning Commission Member), Kelly Mozumder (Artist Representative), Laura Alioto (At-Large Member), Mary Beth Cahalen (At Large Member), Laurie Hill (At Large Member), Susan McPeak (At-Large Member, and James Wallace (At Large Member)

2019 Highlights: Events & Entertainment:

Twilight Concerts:

The Art and Cultural Commission organized the 35th 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 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 2019

2019 Sponsors: Earthworks Paving Contractors, Union Bank, 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.

2019 Bands: Live Again, Mambo Tropical, Todd Morgan & the Emblems, Glory, Joint Chiefs, Extra Large, Mike Hammar and the Nails, The Inciters, The Houserockers, Tsunami Band, Digbeats, Everyday People, Long Train Runnin'

Planned/Considered Changes: Reduce number of concerts to twelve. Eliminate first Wednesday in June Concert. School is still in session, attendance has been much lower than other concerts.

Movies at the Beach:

Organized the 15th annual Movies at the Beach event. The free Movies on the Beach series was comprised of four movies in 2019. The movies regularly attract over 500 people, with the animated movies bringing the largest crowds, weather 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: 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: COCO, Despicable Me 3, Bernie the Dolphin, Ralph Breaks the Internet

Sponsors: Pizza My Heart sponsored the all four movies.

Planned/Considered Changes: Reduce the number of movies to three in 2020. Eliminate the first August movie, starts too late for the young audience.

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 2019. The bands continue to bring in positive reviews from beach goers as well as art buyers and sellers alike.

Musicians: Alex Lucero, Acoustic Soul, Singing Wood Marimba, Samba Cruz, Harpin and Clark, 7th Wave

Sponsor: GreenWaste Recovery, Inc.

Planned/Considered Changes:

- Possibly have the Battle of the Bands winners play one Sunday

Opera at the Beach

In 2015, the Art and Cultural Commission hosted an inaugural opera production by the Bay Shore Lyric Opera. In 2019, Opera at the Beach took place for the fourth time, the performance of Verdi's Falstaff. Opera was well attended in 2019 but will continue to find avenues to promote to the community.

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.

Capitola Plein Air

The Art and Cultural Commission added a Plein Air event in 2015. In, 2019, the event took place October 30 through November 3. Artists painted throughout the City, but primarily along the coast and Soquel Creek. Forty artists 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 3rd at New Brighton Middle School and was a tremendous success. Artists sold over \$15,000 in paintings at the event.

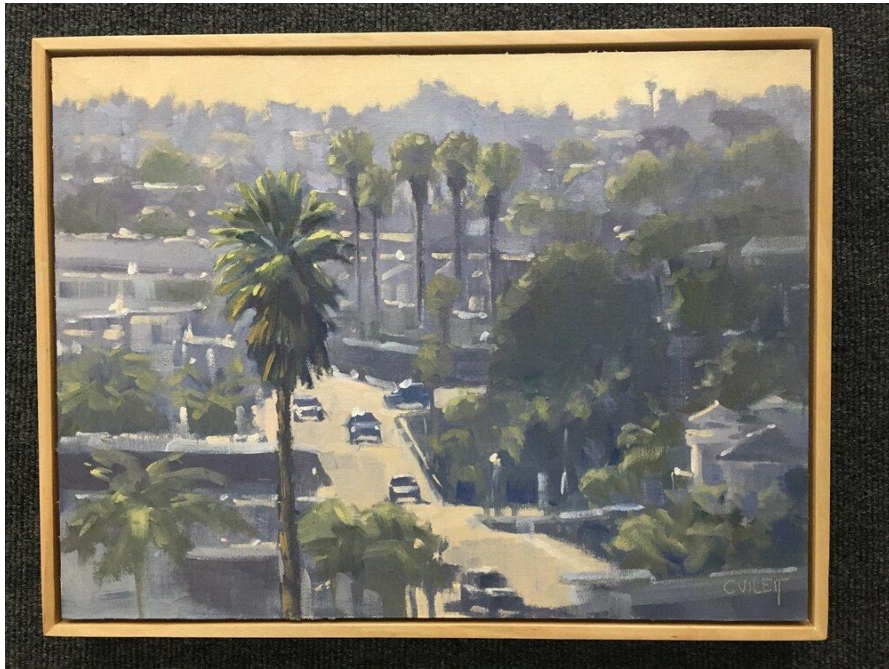
In 2019 an the Plein Air event added a timed quick draw event, where artists had a limited time to create a painting and have it judged. Anne Haines was the winner of the inaugural quick draw.

In 2019, the City of Capitola Plein Air was chair by Commissioner Laurie Hill. In addition, it took many volunteer hours to put on the event, with many commissioners assisting. Special acknowledgement needs to go to Commissioner Laurie Hill, who has served as the chair since 2016 as well as Commissioners Susan McPeak and Courtney Christiansen 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 to produce 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 sales commissions are to be used for future children's art in the community. Additional sponsors were secured to help put on the event.

First place winner in 2019 was "Blues of Depot Hill" by Cleo Villett and second place winner was "Shadows and Reflections" by Durre Waseem.

“Blues of Depot Hill” by Cleo Villett



“Shadows and Reflections” by Durre Waseem



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 2019 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.

Continuing in 2020:

Events & Entertainment:

- Twilight Concerts-36th annual concert series offer 12 free concerts in Capitola Village on Wednesday evenings during the summer months.
- Movies at the Beach event-16th annual event offered 3 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

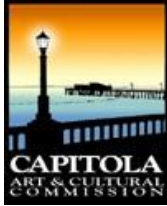
New in 2020:

- Teen Battle of the Bands

Goals and Activities (Based on 2019 retreat)

Art and Cultural Commission Retreat Notes

Priority	Project
	Depot Hill Stair – Discuss with PW Director
	Wharf Fish Tank (Public Art)
xxx	Begonia Festival (Subcommittee working to identify site)
	Dance Review
xxx	Site identification for public art – Request map to identify sites, are we limited to public land for public art
	Jetty public art
xxx	41 st – Capitola Road Public Art in Median
	Welcome to Capitola signs
	Esplanade Park – Tile shower, Bench Shade
	Rispin. Water feature. Landscape art, performing art, puppet show
	Private property public art
xx	Library - Fencing
xxx	Beach trash can art
	Sea life globes, location to be reconsidered- Jetty, Wharf
	Noble Gulch park sculpture
	City Hall Wall Mural
	Hihn Park
xxx	New Brighton Theater Event, Battle of the Bands for youth
	Pop up art with plexin air panels
	Art in the community gathering
	Sea glass festival
	Mall public art
	Trestle Mural - addition
	Round about
xxx	Skate park unveiling



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF MARCH 10, 2020

FROM: STAFF

DATE: February 27, 2020

SUBJECT: 2020 Art and Cultural Commission Annual Report

Recommended Action: Receive Report

BACKGROUND

The Capitola Art and Cultural Commission holds an Annual Retreat and planning meeting once a year. The 2020 Retreat will take place on March 14th from 9 am to 12 pm at 110 Washburn Avenue Capitola, CA 95010. The retreat allows the Commission a longer time period the afforded at regular meetings to plan for the upcoming year. The retreat meeting is open to the public and is subject to all Brown Act requirements.

FISCAL IMPACT

None

ATTACHMENT

None

Report Prepared By: Larry Laurent
Assistant to the City Manager