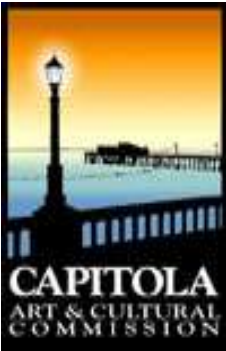


CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, July 14, 2020 6:30 p.m.



NOTICE OF REMOTE ACCESS ONLY:

In accordance with the current Shelter in Place Order from Santa Cruz County Health Services and Executive Order N-29-20 from the Executive Department of the State of California, the Capitola Art and Cultural Commission meeting will not be physically open to the public and in person attendance cannot be accommodated.

Remote participation is possible in the form of emailed public comment.

As always, send additional materials to the Capitola Art and Cultural Commission via l Laurent@ci.capitola.ca.us by 5 p.m. the Tuesday before the meeting and they will be distributed to agenda recipients.

During the meeting, send comments via email to l Laurent@ci.capitola.ca.us

Identify the item you wish to comment on in your email's subject line.

Emailed comments should be a maximum of 450 words.

Each emailed comment will be read aloud for up to three minutes and/or displayed on a screen.

Emails received by l Laurent@ci.capitola.ca.us outside of the comment period outlined above will not be included in the record.

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
2. Approval of Agenda-
3. Oral Communications-
4. Approval of Minutes- June 9, 2020
5. General Business –
 - a. Plein Air (Verbal)
 - b. Public Art – Depot Hill Stairs
 - c. Public Art – Monterey Avenue Railing
 - d. Virtual Twilight Concerts
6. Commissioner Reports-
7. Staff Report-
8. 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.

CAPITOLA
ART & CULTURAL COMMISSION
DRAFT MEETING MINUTES

Tuesday, June 9, 2020 6:30 p.m.

Remote Meeting via Zoom

1. **Call to Order-Roll Call:** Present: Johnson, Storey, Alioto, Hill, Cahalen, McPeak, Christiansen
Absent: Mozumder, Wallace, MacKenzie
2. **Approval of Agenda-** Request to add virtual twilight concerts as item 5.c M/S Storey/Cahalen Approved Unanimously
3. **Oral Communications-** None
4. **Approval of May 12, 2020 Minutes-** M/S Storey/Alioto. Approved unanimously.
5. **General Business-**
 - a. **Plein Air** - Commissioner Hill reported that she has reached out to the artists to see if they have interest in a scaled down event. Most are positive, will get back to them after July 1. Looking at October 25th at a date at Jade street park. Better for scale of event. Commissioner McPeak stated that there was positive energy at the subcommittee meeting. Commissioner Christiansen commented that that there was some hesitation, but that may change. Commissioner Hill added that they will look for local artists that would participate. Commissioner Cahalen suggested that it be call the event an invitational and look for help from artists. Commissioner Hill replied that it would be something to look at, will know more after July 1. Chair Johnson commented that he liked the scaled back version and recommended moving forward. Commissioner Storey added that he would like the subcommittee to move forward cautiously. Commissioner Hill stated that the public art fund could still be used to purchase the art. Some funding will be need for the marketing. Chair Johnson felt that advertising could be cut back. Commissioner Hill stated she was not sure how to catalog the art online. Commissioner Hill stated they will come back with more information in July.
 - b. **Public Art Projects (Verbal)** Commissioner Cahalen reported on the stair mural and will go out to a call to artists. Staff will work with Commissioner Cahalen on any questions. Chair Johnson reported that the Monterey Ave railing subcommittee has not met, will schedule a meeting.
 - c. **Virtual Twilight Concerts** Alex Lucero presented the idea of live streaming concerts from a closed location as a way to keep music alive in the community. Has successfully done shows and can sent the stream anywhere to multiple sites, Facebook, YouTube. Can use any closed business, just need wi-fi. Commissioner McPeak asked about playing outside. Chair Johnson asked about other bands. Alex Lucero responded that that he has spoken with Joint Chiefs, Locomotive Breath, and Everyday People. Commissioner Hill asked about safety and wanted to make sure that protocol is followed. Commissioner Storey mentioned the Wharf House as potential site. Commissioner McPeak was concerned about the potential crowds. Commissioner Storey also mentioned Monarch Cove as a potential site. Concerts will take place at same

time as Twilight Concerts, Wednesdays 6 pm – 8 pm. Subcommittee members will be Commissioners Alioto and McPeak.

6. **Commissioner Reports** – None
7. **Staff Report**- None
8. **Communications**-
9. **Future Agenda Items** – Plein Air, Railing, Stairs, Virtual Twilight Concerts
10. **Adjournment** –



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF JULY 14, 2020

FROM: Larry Laurent
DATE: July 10, 2020
SUBJECT: Public Art - Depot Hill Stairs

Recommended Action: Receive Report

BACKGROUND At the June Art and Cultural meeting, the Commission approved moving forward with a public art project to create a mural on the risers of the stairs connecting Capitola village to Depot Hill.

A call to artists was issued on June 22, 2020 and will close on August 3, 2020. The call was posted on publicartist.org and The California Arts Council, <https://www.cac.ca.gov/>. As of July 10th, we have received one application. Historically we have received applications in the final week of the opening.

FISCAL IMPACT

Project has a \$10,000 budget which will come out of the Public Art fund which has an approximate balance of \$178,000

ATTACHMENT

Depot Hill Stairs Call to Artist

Report Prepared By: Larry Laurent



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF JULY 14, 2020

FROM: Larry Laurent
DATE: July 10, 2020
SUBJECT: Public Art – Monterey Avenue Railing

Recommended Action: Consider Monterey Avenue Railing Public Art Project

BACKGROUND The subcommittee for the Monterey Avenue Railing Public Art Project has met regarding the project and has created a call to artists.

The Commission will need to consider moving forward with the Call to Artists for the Monterey Avenue Railing.

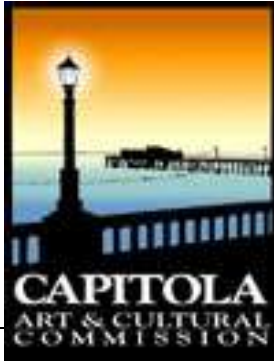
FISCAL IMPACT

Project has a proposed \$100,000 budget which will come out of the Public Art fund which has an approximate balance of \$178,000

ATTACHMENT

Draft Monterey Avenue Railing Call to Artist
Current Public Art Fund Account Balance

Report Prepared By: Larry Laurent



Call to Artists
Depot Hill Stairs Mural
Request for Qualifications

Date Issued: June 22, 2020
Submittal Deadline: August 3, 2020; 5 p.m.

Call to Artists: The Capitola Art & Cultural Commission is requesting qualifications from muralists who will be selected to design and produce a mural on the stairs leading to Depot Hill from Capitola Village. The mural will be painted on the vertical risers of the concrete stairs leading to Depot Hill. The stairs are located between Capitola Village and Depot Hill. The begin at El Camino Medio in the village and end at Cliff Avenue on Depot Hill. The artist selection will be a two-step process: first, the Commission will screen the qualifications and select up to 4 mural artists to develop a design proposal; second, one artist's design will be selected by the Art and Cultural Commission and submitted for final approval by the Capitola City Council.

Vision: The stairs are used by the public at all hours of the day and night. They are used for exercise, as well as a way to walk from the Village to Depot Hill. The Art and Cultural Commissions vision is to have a mural that is seen from the bottom to the top. The stair tread needs to have the required contrasting stripe. The mural needs to reflect the feel of the Village and Capitola.

Scope of Work: The Depot Hill stairs leading from Capitola Village to Depot Hill are 6 - 8 feet wide and have a rise of approximately 52 feet and a run (length) of approximately 90 feet. There are 86 stair risers and each one is approximately 7 inches in height. The total surface area for the stair risers is approximately 450 square feet. There is no possibility of there being any improvements to the stairs or the handrail. The riser will be where the mural will be painted. The stair construction is concrete. Photographs and Maps of the location are in Attachments A and B.

Other Elements and Background: The mural artist will be responsible for design, delivery and installation of the artwork within the given budget and timeframe. This includes using appropriate paints for the surface, weather and painting a sealant on top of the mural that seals for the weather and graffiti resistance. The mural is expected to have a lifespan of at least 10 years. The artist will need to work with the City to determine maintenance needs of the mural.

Part 1: Design Proposals - The artist(s) selected to propose a mural design will be responsible for preparing a design and presenting the design for review and approval by the Art and Cultural Commission. The design shall include a mock-up of the proposed mural design with sketches of the mural details. The Commission will decide the mural design to recommend to the City Council for approval.

Part 2: Mural Design and Construction- The artist selected to design and construct the mural will be responsible for:

City of Capitola - Depot Hill Stairs Mural - Call to Artists

- Preparing the design and modifying the design per Art and Cultural Commission, City Council and city staff direction;
- Preparing and priming the stairs if necessary, for the mural;
- Providing all materials, including scaffolding or other equipment;
- Painting the mural;
- Providing any necessary security during the mural construction;
- Graffiti coating the mural; and,
- Completing the mural within the specified timeline and within budget.

The City of Capitola will be responsible for:

- Reviewing and approving the final design;
- Providing any access control; and,
- Serving as a resource during project construction.
- **Project Budget:** Each artist selected to propose a mural design will be paid \$250, which includes all time and materials. The artist selected to design and construct the mural will have a project budget is \$10,000, which shall include all expenses, including but not limited to: design and artist's fee, all applicable fees, priming, materials, labor, required insurance, travel and expenses, scaffolding and graffiti coating.

Artist Selection Criteria: Open to all artists based in Northern California. Artists will be selected based on the following criteria:

- Creativity and innovation of design;
- Design theme;
- Relevance of the image to the project site;
- Artist's demonstrated ability to produce the proposed artwork within the defined timeline and budget; and,
- Artist's experience in mural art and working for public or private entities.

Project Selection Panel and Selection Process: A selection panel will review the artist qualifications and recommend selection of up to 4 artists for submittal of a design proposal. It will be comprised of Public Art Committee members, City staff and community members. The City's Art and Cultural Commission will review and rank the design proposals. The Commission will select the mural design to recommend to the City Council for approval.

Project Timeline

June 22, 2020	Call to Artists Released
August 3, 2020	Qualifications submission Deadline. Subcommittee reviews
August 11, 2020	Panel proposes and Commission selects artists to submit design proposals
September 1, 2020	Artist design proposals due Selection panel receives artist presentations, ranks proposals
September 8, 2020	Commission recommends City Council approval of mural artist
September 24, 2020	City Council considers artist contract
October 2020	Contract signed; artwork starts
October - November 2020	Artwork completed/Unveiling

The Commission reserves the right to change the project timeline.

City of Capitola - **Depot Hill Stairs Mural** - Call to Artists

Submittal Guidelines:

1. **One-page cover sheet** stating the following information, in the order listed:
 - Title: "Depot Hill Stairs Mural"
 - Artist's Name
 - Artist's Phone Number
 - Artist's Email Address
 - Artist's Mailing Address
 - Artist's Website if applicable
2. **Resume** of not more than two, double-sided pages that demonstrates experience as an artist.
3. **Images** - Artists may submit up to 10 color images on paper or digitally exhibiting examples of his/her mural art.
4. **Mural Concept** - Provide a proposed concept and theme for mural, with rough sketches.
5. **References** - Names, phone numbers and addresses of three professional references, with artist's name noted at top of page.

Application Deadline: Applications and submission must be by 5 p.m. on **August 3, 2020**. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Applications may not be modified after submission.

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

Send or deliver proposals to:

Depot Hill Stairs Mural
Larry Laurent
llaurent@ci.capitola.ca.us
City of Capitola
420 Capitola Avenue
Capitola, CA 95010
831-475-7300
831-479-8879 FAX

Questions? For more information, contact Mary Beth Cahalen at mmbbythesea@aol.com or Larry Laurent at (831) 475-7300, llaurent@ci.capitola.ca.us.

Attachments: A: Photo of Stairs B: Location of Depot Hill Stairs

Attachment A: Photo of Stairs





Balance Sheet

Through 07/10/20

Detail Listing

Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD Balance	Prior Year Total Actual	Net Change	Change %
Fund Category Governmental Funds					
Fund Type Special Revenues					
Fund 1315 - Public Art Fee Fund					
ASSETS					
1000	Cash				
1000.000	Cash Operating	178,791.13	178,791.13	.00	.00
	1000 - Cash Totals	\$178,791.13	\$178,791.13	\$0.00	0.00%
	ASSETS TOTALS	\$178,791.13	\$178,791.13	\$0.00	0.00%
FUND EQUITY					
2850	Fund balance - undesignated				
2850.000	Fund balance - undesignated operating	172,041.13	172,041.13	.00	.00
	2850 - Fund balance - undesignated Totals	\$172,041.13	\$172,041.13	\$0.00	0.00%
	FUND EQUITY TOTALS Prior to Current Year Changes	\$172,041.13	\$172,041.13	\$0.00	0.00%
	Prior Year Fund Equity Adjustment	(6,750.00)			
	Fund Revenues	.00			
	Fund Expenses	.00			
	FUND EQUITY TOTALS	\$178,791.13	\$172,041.13	\$6,750.00	3.92%
	LIABILITIES AND FUND EQUITY TOTALS	\$178,791.13	\$172,041.13	\$6,750.00	3.92%
	Fund 1315 - Public Art Fee Fund Totals	\$0.00	\$6,750.00	(\$6,750.00)	(100.00%)
	Fund Type Special Revenues Totals	\$0.00	\$6,750.00	(\$6,750.00)	(100.00%)
	Fund Category Governmental Funds Totals	\$0.00	\$6,750.00	(\$6,750.00)	(100.00%)
	Grand Totals	\$0.00	\$6,750.00	(\$6,750.00)	(100.00%)



Item #: 5.d

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF JULY 14, 2020

FROM: Larry Laurent
DATE: July 10, 2020
SUBJECT: "Virtual" Twilight Concerts

Recommended Action: Receive Report

BACKGROUND At the June Art and Cultural meeting, the Commission approved working with Alex Lucero to create "Virtual" Twilight Concerts to view on the Internet. The purpose of the concerts is to give the musicians an audience for their music.

On July 1, Alex Lucero and Live Again played and on July 8, Locomotive Breath played. Both concerts attracted more than 2,000 views on the Art and Cultural Commission Facebook page. A Facebook account is not required to view the concerts. In addition, Santa Cruz Waves has also streamed the concerts and they have had approximately 5,000 views on their Facebook page.

The next concert will be on July 15th and The Joint Chiefs will be the band. Staff is working with Alex Lucero to determine how many concerts can take place. The City does not have the skills or equipment to run the concerts without his expertise.

FISCAL IMPACT

No Fiscal Impact

ATTACHMENT

Report Prepared By: Larry Laurent