

CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, June 10, 2014

6:30 p.m.

City Council Chambers

Commission Members

Michael Termini ~ Chair

Roy Johnson ~ Vice Chair

Nathan Cross

Joan Davisson

Stephanie Gelman

Laurie Hill

Kim Hogan

David Kraemer

Joyce Murphy

Linda Smith

Jenny Shelton

James Wallace

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minute-May 6, 2014**
- 5. General Business-**
 - a. Esplanade Park Public Art Project Update**
 - b. Mural Extension**
 - c. Plein Air Project**
 - d. Graphic Traffic Box Maintenance Project**
- 6. Commissioner Reports-**
- 7. Staff Report-**
- 8. Oral Communications-**
- 9. Future Agenda Items- Sponsorship Packet and Coordination of Fundraising Activities,**
- 10. Adjournment to a Regular Schedule Meeting to be held on Tuesday, July 8, 2014 at 6:30 p.m. City Council Chambers.**

Capitola City Hall is an accessible facility. All meetings are open to the public. Information is available by calling 475-7300.

Staff Representatives

Lisa Murphy &
Kelly Barreto

CAPITOLA

ART & CULTURAL COMMISSION

MEETING MINUTES

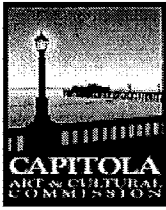
Tuesday, May 6, 2014 6:30 p.m.

City Council Chambers

1. **Call to Order-Roll Call:** Present: Termini, Davisson, Gelman, Hogan, Kraemer, Smith, Hill Shelton, Cross . Absent: Wallace, Johnson, Murphy
2. **Approval of Agenda-** M/S Smith, Hogan: Approved
3. **Oral Communications-** Gordon Van Zuiden was present and discussed the new App. Discussion by the commission followed. Smith: the “then and now” piece was not very obvious to users. Talked about some suggested improvements to the App. Marketing the App – a plan. Shelton – revisions will still be happening as we use the App. **Action:** Termini will contact the developer regarding a budget for revisions. Can include this in the Public Art – Maintenance fund. The Museum would like to add to it and grow the app. Will it go to the Android ? Cost prohibited at this time. Gordon: should flush this out and grow it before it goes to android. **Action:** Staff will talk to the Tulsa OK staff. Place it on the web page, facebook, press release etc... stickers that say this is an app location, photo competition of “then and now”.

Termini – ordering short sleeve t-shirts, black, ladies t-shirts in red.

4. **Approval of Minute-April 8, 2014:** M/S Cross/Smith Approved
5. General Business-
 - a. Esplanade Park Public Art Project Update: Discussion regarding budget and refining the concept. Budget \$100,000 plus \$45,000 for the installation, site prep, public works time etc...(Approved). Requested adding the idea of including “child and climbable” to the description. Remove the word “interactive” from the description. **Action:** Schedule the Art Panel meeting. The “Call to Artist” will be more specific in the description. The idea will be “indigenous creatures of the Monterey Bay Sanctuary”. Commission Approved.
 - b. Art & Cultural Commission Retreat: The Commission reviewed the list of projects. Need to *add* “Expansion of Wharf Rd Mural”, under 6 months, “extension of 41st Ave project 2+ yrs, *move* “climbable structure at esplanade park” up to 6 months. Move Art at Jade St. up to 6 months-2yrs”. Move Art at Depot hill bus station down 6mo-2yrs. **Action:** TW concerts – have a form to collect email addresses for a “Friends of the Art Commission”.
 - c. Event Staffing Sign-up: Commissioners will sign up for at least 2 events.
6. Commissioner Reports- Shelton: thanked the committee for help on the App. Could have used a project manager. Linda Smith provided a lot of work for the App. Consider contracting out for professional assistance on large projects.
7. Staff Report-.Need Artists for our Facilities – please solicit artists. **Action:** Send info to Joan Davvison. Action: **Send** out Shelton Email.
8. Oral Communications- None.
9. Future Agenda Items- Capitola Book Café Art Donation, Sponsorship packet, Coordination of Fundraising Activities to avoid duplication, Plein Air (June), County Wide Calendar Site (Shelton)
10. Adjournment at 8:00 pm to a Regular Schedule Meeting to be held on Tuesday, June 10, 2014 at 6:30 p.m. City Council Chambers.



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF JUNE 10, 2014

FROM: STAFF
DATE: June 5, 2014
SUBJECT: Wharf Rd. Mural Extension

RECOMMENDED ACTION: Approve further development of artist concept by Muralist John Ton for the Wharf Rd. Mural Extension Project.

BACKGROUND

The Wharf Road Mural was completed in 2012 by Mural Artist John Ton. In response to the Commission's request, Mr. Ton was contacted regarding extending the mural to include the retaining wall near the railroad trestle.

Upon the Commission's approval and further direction, John Ton will develop a more detailed concept, which will be presented to the Commission for approval. Once a design is approved by the Commission, it will be presented to the City Council for final approval.

FISCAL IMPACT

The artist estimates the cost will be \$800 for concept development and \$5,000 for mural.

ATTACHMENT

Artist communication and bid for mural extension.

Report Prepared By: Kelly Barreto
Administrative Assistant for Art and Cultural

Barreto, Kelly

From: john@petalumasign.com
Sent: Thursday, June 05, 2014 11:07 AM
To: Barreto, Kelly
Subject: Mural suggestions

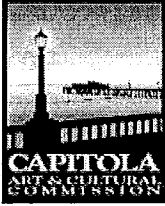
Hi Kelly,

Thanks for your persistence and patience! - here are some ideas going forward with the mural extension:

- (1) As far as I am aware, the consensus of the public is that the existing mural is well received and is "inclusive" in that it represents the artist's intent to resonate with the public and be "the public's mural" if you will. You might say that it is "easy on the eyes". In that light I suggest continuing the successful, recognizable theme of portraying people in candid poses / activities (such as "stroller mom" and "wagon grandpa" and "photographer" as portrayed in the first mural.
- (2) The begonia theme is also well received and recognizable; this, too ought to be in the forefront of our thoughts moving forward.
- (3) This artist would appreciate a budget proportionate to the previous mural commission. A \$5000 budget would be appropriate.
- (4) Depending on a host of variables due, in part, to the selection committee being so large, this artist would hope for a smaller liaison group entrusted with actual commissioning of the mural.
- (5) An initial artist's fee for preparation of one or two concepts reflecting the above comments would be \$800 - this fee would be paid to the artist regardless of whether the committee ultimately approved / selected me for the work.

I carry Calif. Contractor License 833377, full force and effect, as well as public liability insurance and performance bond.

Thanks for your interest! -John Ton (707) 322-0009



Item #: 5.e

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF JUNE 10, 2014

FROM: STAFF
DATE: June 5, 2014
SUBJECT: Graphic Traffic Box Maintenance

RECOMMENDED ACTION: Approve maintenance of the Graphic Traffic Boxes by artist Bruce Harmon for an amount not to exceed \$4,075.

BACKGROUND

The Graphic Traffic Box Project was completed in 2009 by Artist Bruce Harmon. This project included the painting of eight traffic signal cabinets with sea life scenes. These boxes have experienced some minor damage and routine weathering over the last five years. Staff is recommending a deep cleaning, touch up paint and a thick top coating of a UV protection material to maintain the artwork on each box. In addition one of the boxes (Capitola Rd. and 41st Ave). was replaced recently and the new cabinet will be re-painting with the original scene (Seal).

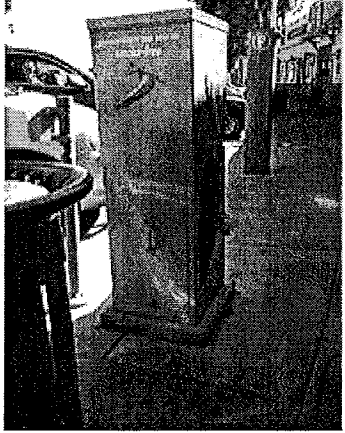
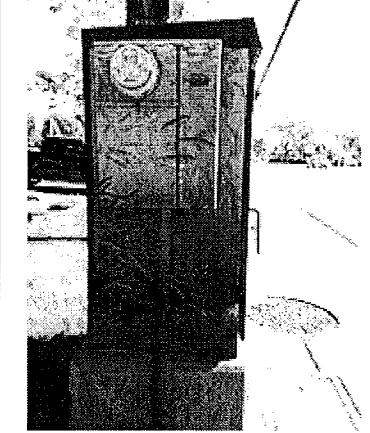
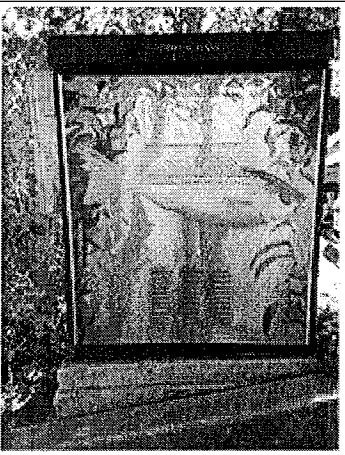


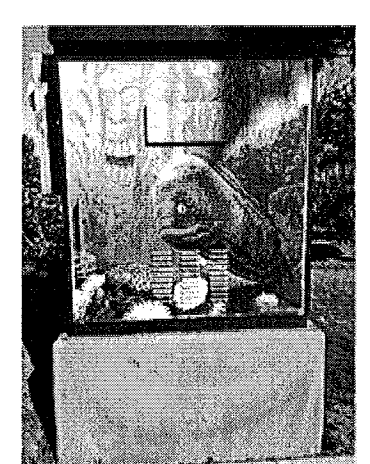
FISCAL IMPACT

The artist budget for the project is \$4,075

ATTACHMENT

Bruce Harman (artist) bid

Report Prepared By: Kelly Barreto
Administrative Assistant for Art and Cultural

	<p>CAPITOLA VILLAGE BOX Needs re-painting over all areas: \$500 Needs anti-graffiti coating: \$175</p>		<p>41st Ave & CAPITOLA ROAD Needs cleaning, touchups: \$200 Needs anti-graffiti coating: \$200</p>
	<p>CLARES STREET BOX Needs cleaning & d restoration: \$300 Needs anti-graffiti coating: \$200</p>		<p>30th Ave. & CAPITOLA ROAD Needs re-painting in many areas: \$400 Needs anti-graffiti coating: \$200</p>
	<p>Brommer & 41st BOX Needs cleaning, base needs re-painting: \$200 Needs anti-graffiti coating: \$200</p>		<p>CAPITOLA ROAD & 38th Ave. Needs cleaning and touchups: \$200 Needs anti-graffiti coating: \$200</p>
<p>41st Ave. & CLARES STREET (sea otter replacement) Needs priming and complete painting: \$500 Needs anti-graffiti coating: \$200</p>	<p>41st Ave. & MALL ENTRANCE (dolphins) Needs cleaning, touchups: \$200 Needs anti-graffiti coating: \$200</p>		

TOTAL FOR ALL 8 BOXES FOR RESTORATION: \$2,500
TOTAL FOR ALL 8 BOXES FOR ANTI-GRAFFITI COATING: \$1,575

About the anti-graffiti coating that would be used:
 After doing research, it seems that cost is directly proportional to effectiveness in these coating. The brand I would use is POR-15, a two-part resin that is used in automotive restoration mostly, but also in anti-graffiti applications. It costs \$200 per gallon!

The coating that was used on these boxes initially showed itself to be less than optimal when I tried cleaning off a tag. I will be doing a test in the next two weeks to assess its ability to withstand strong solvents that can remove most any type of graffiti.

If the product proves to be as good as they say, it will give a high gloss that is super durable, resistant event to hammer blows and will last for years.

Revised Project List – Retreat 2014

Short Term Projects (6 months)	
Priority 2014	
-	Recycling Containers/ Garbage Bins
-	Hanging Flower Baskets in village/ Stockton Bridge?
Annual	Sell sweatshirts & blankets at Art Commission events
Annual	Art & Music at the beach
Completed	41 st Avenue sculptures
Annual	Children's art at Annual Art & Wine Festival
2	Capitola Sign on Boat & Bait building
3	Fish Tank
	Wharf Road Mural Expansion- \$5,000
In Progress	Writing contest

Medium Term Projects (6 months- 2 years)	
2	Art at new bus stop at Depot Hill
In progress	Climbable structure/ art at existing park
5	Plein Air Project
Future	Driftwood Sculptures : participatory event
7	Annual Performing Arts Center Event (symphony 1 st year) (future years: dance event, family concert)
Future	Symphony on the bandstand/ under the stars
5	Sculpture at Roundabout
1	Public Art at new Skate Park
	Replacement of Creek Interpretive signs
-	Park Avenue Mural
-	Rispin Manion garden events
-	Stairs to Depot Hill (decorative tiles)
-	Decorative Street Lighting
	Public Art Walk Brochure (completed as an App)
Future	Develop a volunteer program, "Friends of the Capitola Art Commission"

Long Term Projects (2 years +)	
4	Seawall Sculptures
Future	Jetty Sculptures
Future	Play ground at the beach esplanade with art theme (with splash park?)
Future	Town clock- near town center, upper village, esplanade park
Future	Sculpture Near Target/ maybe something on median
Future	Art Museum
1	Entry Arch over Bay Ave, 41 st , other entrances
Future	Hire staff person for commission
Future	Art at Jade Street Park
Future	Expansion of 41 st Ave. Project

Very Long Term Projects

Future	Carousel
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