

CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, August 12, 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-June 10, 2014**
- 5. General Business-**
 - a. Plein Air Project-Verbal**
 - b. Sponsorship Packet**
 - c. Capitola Book Café Art Donation**
 - d. 41st Ave. Public Art Maintenance**
- 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, September 9, 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, June 10, 2014 6:30 p.m.

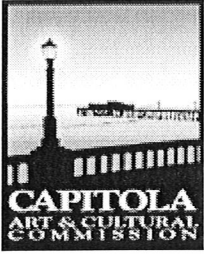
City Council Chambers

1. **Call to Order-Roll Call:** Present: Termini, Davisson, Hogan, Kraemer, Hill, Wallace, Cross, Wallace, Shelton, Johnson, Murphy, Gelman. Absent: Hill
2. **Approval of Agenda-** M/S Murphy/Hogan Approved
3. **Oral Communications-** Jill Valcarso: Husband attended an event and bought the t-shirts and wanted a hat but couldn't find one. She and her husband made hats for the Commission to see if they could sell to the commission to sell during the commission events. Termini: We do not want to sell what the merchants have in their stores. Discussion followed. Great idea, but cannot infringe on the merchants. Suggested going to the Capitola Beach Company to see if they would be interested in purchasing the hats. May consider using the existing logo on the hat. **ACTION:** contact staff to get the logo – bring in a sample with the price point.
4. **Approval of Minute- May 6, 2014:**
5. **General Business-**
 - a. Esplanade Park Public Art Project Update: Termini: the statues cannot be accessed by ADA individuals because they are “climbable”. May need to just do a sculpture that is visible to all. Termini: table the discussion until the commission receives direction from the City Attorney. Hogan: there are other uses for that area after seeing the car show event in that area – maybe this is not the right spot. Discussion regarding location and possibly moving to somewhere else. Cross: this was my idea, and I wanted to see 1 piece not multiple pieces for children. If it is at the entrance to the beach or the wharf, then it loses the meaning. One piece will not limit the use of the area, rather it would enhance the area, want to pursue the original idea. If it doesn't work then develop a plan B. Wallace: need some climbable stuff for children. Can we put swings and slides on the beach. Termini will ask public works.
 - b. Mural Extension: Termini: Question as to whether or not the structure is historic or not. Looking into maybe extending the existing mural to that area. Staff will find out if it is historic. RTC owns the wall; staff has contacted RTC who has provided direction as to how to proceed. Discussion followed. Possible design concept to just keep it simple, no people, just sky etc... Want it to go with the existing mural. Once we have a determination, then staff will go forward and get a proposal from Jon Ton. **(Action)**
 - c. Plein Air Project: Gelman – artists go out and paint what they see, and the public watch as they paint. Monterey does it, and they get 600 artists. People set up and paint down at the beach – close the street. Kraemer – what if it was a small event and we open it up to the community, than have a show after. Shelton – could set up 3 or 4 sites/locations all in 1 day. Then the next day they sell at the art at the beach. Suggested forming a committee – the size of the event could be much bigger. **ACTION:** Joan Davisson, Jenny, Joyce and Stephanie. Report back next month.
 - d. Graphic Traffic Box. Gelman/Murphy Approved the \$4,075 to paint and to clean the boxes. Termini will take the box.
6. **Commissioner Reports-** Staff gave an update ongoing events and items.
7. **Staff Report-** Shelton: 6/24 at 6:30 the app committee will be meeting. Gelman: Jade street park, shall we wait on that item (yes). Asked about the rail trail. Cross: Asked about having food trucks stationed at the new parking lot and can raise money for the

commission. Termini: Farmers market on Thursday nights. Kraemer – do not think that food trucks are art, and will compete with the businesses. The commission does not need to raise more money. How much art is too much art, when do we think maybe it can be too much. Termini: lots have been physical art, we can do other types of art and culture events.

Feed Back on the 41st Ave project: mixed, lots like it some do not. The work is great, but it is a bit diluted. Trim the trees. Lessons learned from the project. Concept to the actual art piece. Vibrancy of the colors. Johnson: we did everything right for the process, but I am not happy with the project. I think the artist let us down. The drawings really should have reflected the actual work. The artist had the responsibility to come to the commission and told the commission. Feel that they are invisible. More smaller things spread out along the medians.

8. Oral Communications- None.
9. Future Agenda Items-41st Ave. Median Project. Capitola Book Café Art Donation, Sponsorship packet, Winter concert series, County Wide Calendar Site (Shelton)
10. Adjournment at 8:00 pm to a Regular Schedule Meeting to be held on Tuesday, July 8, 2014 at 6:30 p.m. City Council Chambers.



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF August 4, 2014

FROM: Kelly Barreto
DATE: August 4, 2014
SUBJECT: 2015 Sponsorship Packet

Recommended Action: Discussion regarding 2015 event sponsorship campaign.

BACKGROUND

The Art and Cultural Commission organizes several events each year which require sponsorships; 12 Twilight Concerts, 6 Art & Music at the Beach and 3 Movies at the Beach. These events are completely funded through sponsorship. In the spring the Commission requested a discussion regarding revising the sponsorship campaign. Staff will provide a sample packet that includes past event postcards and sponsorship request letters for the Commission to review.

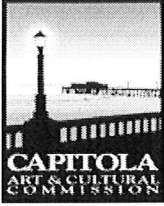
FISCAL IMPACT

No fiscal impact.

ATTACHMENT

Distributed at the meeting.

Report Prepared By: Staff Kelly Barreto



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF AUGUST 12, 2014

FROM: STAFF
DATE: August 8, 2014
SUBJECT: Capitola Book Café Donation

RECOMMENDED ACTION: Determine if the Commission will recommend to the City Council, acceptance or denial of the donated art work from the owners of the former Capitola Book Café.

BACKGROUND

Recently, the Capitola Book Café which was located on 41st Ave in the Kings Plaza closed. Gayle Ortiz, a local community member worked with the owners of the Café to preserve the art work which was located on the walls of the Café. The owners have donated the art work to the City for future display.

The Capitola Municipal Code, Chapter 2, Section 2.58.090, "Application for acceptance of public art donated to the City" and Section 2.58.3100 "Review of application for acceptance of public art donated to the City" govern the process for acceptance of donated art (attached).

In summary, an application for the donation is to be submitted to the City with the following information: pictures of the donation, evidence of value, an agreement from the artist. The Art and Cultural Commission needs to convene an art selection panel to review the art and make a recommendation to the City Council. The City Council will make the final decision to accept or reject the donation.

FISCAL IMPACT

Unknown fiscal impact to store and maintain the art work.

ATTACHMENT

1. Capitola Municipal Code
2. Information regarding the Art Work

Report Prepared By: Lisa Murphy
Administrative Services Director

2.58.090 Application procedure for acceptance of public art donated to the city.

An application for the donation of public art to the city shall be submitted to the art and cultural commission and shall include:

- A. Preliminary sketches, photographs, models or other documentation of sufficient descriptive clarity to indicate the nature of the proposed public art;
- B. An appraisal or other evidence of the value of the proposed public art, including acquisition and installation costs;
- C. A written agreement executed by or on behalf of the artist who created the public art which expressly waives his or her rights under the California Art Preservation Act or other applicable law;
- D. Other information as may be required by the art and cultural commission to adequately evaluate the proposed donation of public art. (Ord. 869 § 1, 2004)

2.58.100 Review of application for acceptance of public art donated to the city.

- A. The art and cultural commission shall convene an art selection panel to review the proposed public art, using adopted public art evaluation criteria.
- B. Upon recommendation of the art selection panel, the public art application shall be reviewed by the art and cultural commission.
- C. Following the review, the art and cultural commission shall forward the public art application to the city council, which shall have the sole authority to accept, reject or conditionally accept the donation. (Ord. 869 § 1, 2004)

Bio of artist who painted the Capitola BookCafe contributed art.

The following information was provided by Marla Novo, Curator of Collections for the Santa Cruz Museum of Art & History. 429-1964 ext. 7019.

Gene Holtan

Gene Holtan (1930-) was born in the Canadian province of Saskatchewan. He began his artistic training at the Provincial Institute of Technology and Art (now the Alberta College of Art & Design), and after a year, moved on to the Art Center School of Los Angeles. After school, Holtan launched a successful career in illustration. His drawings and caricatures appeared in ads and articles for such publications as the *Ladies' Home Journal*, *Good Housekeeping*, *The New York Times*, and the San Francisco-based liberal magazine, *Ramparts*, which aligned especially well with Holtan's political beliefs and artistic talent. Holtan later moved his home and studio from Southern California to the Beach Hill neighborhood of Santa Cruz with his partner, fellow artist and potter Elizabeth Sanchez. The two artists collaborated on several projects, most notably the prized collector's item *The Geography of Home*, and had a joint exhibition in 1994 at the Eloise Pickard Smith Gallery. Over the years, Holtan has expanded his repertoire from commercial illustration to include painting, printmaking, typography, pottery, and book illustration for such titles as the classic children's book *Black and Blue Magic* by Zilpha Keatley Snyder, and Todd Newberry's *The Ardent Birder: On the Craft of Birdwatching*. Holtan currently resides in Oakland.

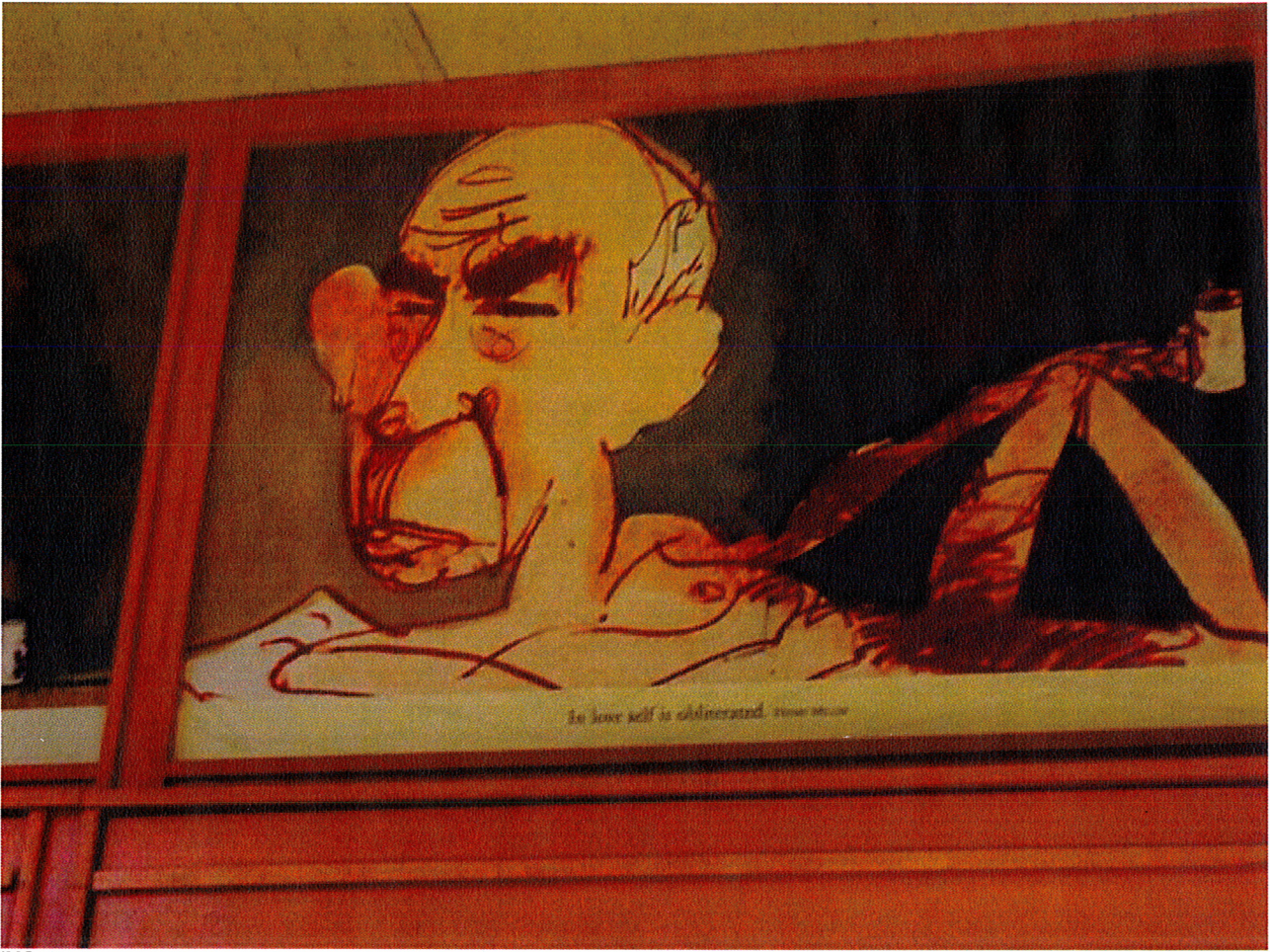
That is the end of her report.

Additionally, Gwen Marcum, the former bookcafe owner said that she thought the art was installed at the bookstore in 1992 or 1993. She thinks Gene is moving to Santa Cruz to be closer to his stepson, Mark Sanchez, owner of Kelly's Bakery.

I do not know what medium it is done in or what conservation techniques he used but it appears they are pastels, maybe oil pastels, that have been sealed in some way. This is original art.



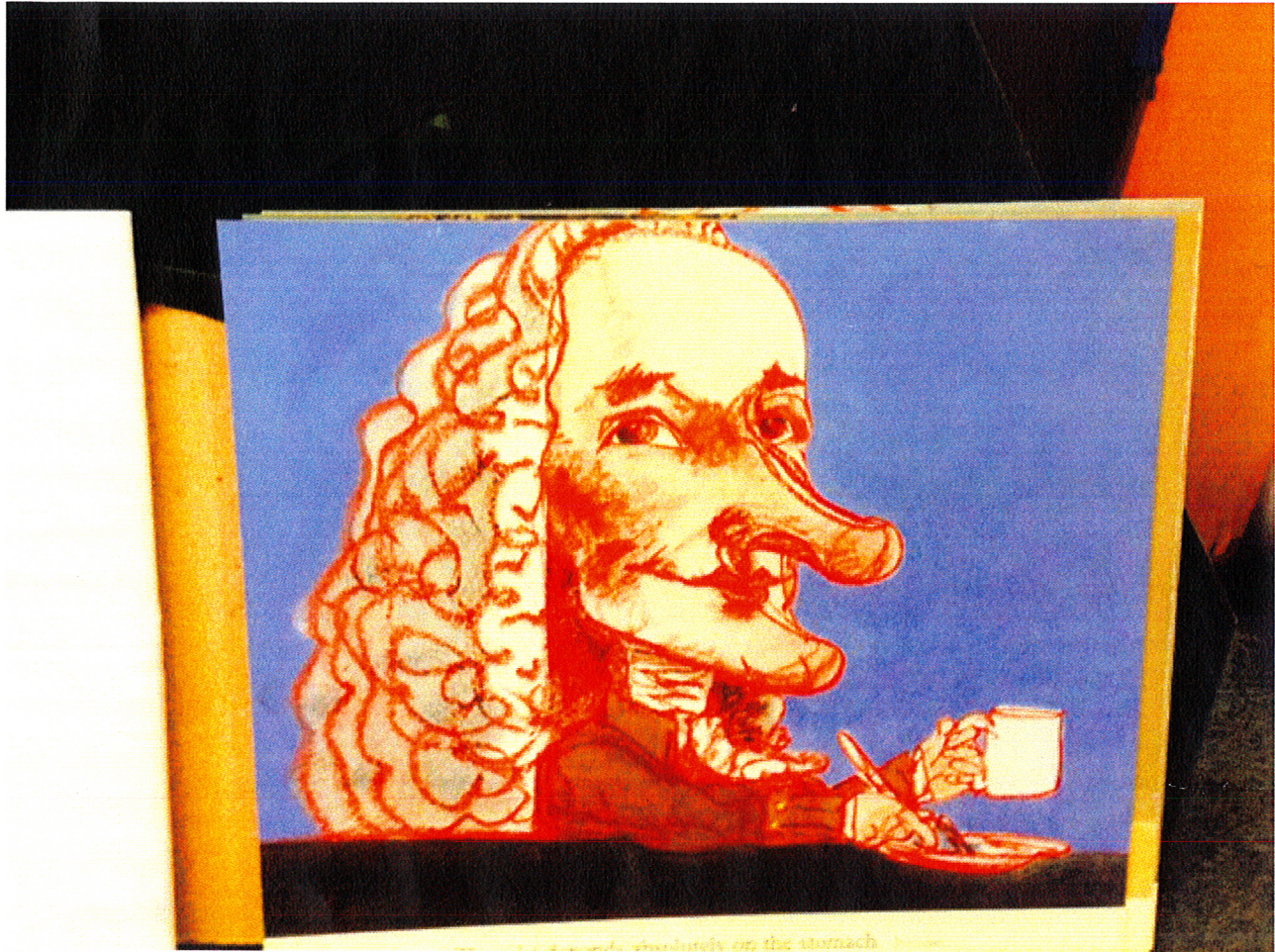
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