

# **CAPITOLA ART & CULTURAL COMMISSION**

## **MEETING AGENDA**

**Tuesday, February 11, 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-January 14, 2013**
- 5. Other Business-**
  - a. Twilight Concert and Art & Music at the Beach Band Approval**
  - b. 2014 Event Planning Update**
  - c. Art App-Verbal**
  - d. Annual Report**
- 6. Commissioner Reports-**
- 7. Staff Report-**
- 8. Communications-**
- 9. Future Agenda Items- Unveiling of 41<sup>st</sup> Ave. Event Planning, Retreat Planning, Movie Title Approval,**
- 10. Adjournment to a Regular Schedule Meeting to be held on Tuesday, March 11, 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.*

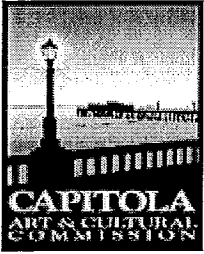
### **Staff Representatives**

Lisa Murphy &  
Kelly Barreto

## Art and Culture Commission Minutes

January 14, 2014

1. Roll Call: Present: Termini, Kraemer, Gelman, Smith, Hogan, Johnson, Wallace, Cross  
Absent: Shelton, Murphy
2. Approval of Agenda: Added a presentation by Jenna \_\_\_\_ Motion/Second Cross/Hogan  
Approved: unanimous
3. Oral Communications: None
4. Approval of Minutes – December 10, 2013: Motion/Second Smith/Hogan. Approved
5. Other Business
  - a. Oath of Office – Commissioner Hill: Completed
  - b. Added: Jenna Davis – Art Project proposal. Inspirational art to drive conservation. Art projects on trash bins. Raise awareness and drive change. Would like to do beach clean ups, use the trash to build sculptures, measure the trash to determine difference. Wants to take the art work and display the art work. Funding: spoke with businesses in the area who are willing to contribute cans and art work. Budget is \$7,000. Bins would have the name of the business who is sponsoring each bin. Discussion followed. Termini suggested she flesh this out in more detail and place on a future agenda most likely in March.
  - c. Public Art 41<sup>st</sup> Ave: Staff reviewed the status of the project. Expected to be installed late February with the unveiling at the Fairfield Inn. Project is on budget.
  - d. Review roles and responsibilities of Commissioners: Staff reviewed the roles and responsibilities of the commissioners. There are 2 documents which need to be replaced – and will be provided at the next meeting.
  - e. Budget Report: Staff reviewed the Art Commission Fy13/14 budget and next years budget. Staff reviewed the Art Fund budget and took information for the next meeting. Funding for the sculptures in Esplanade Park.
  - f. Election of Officers: Cross nominated Termini as chair and Johnson as vice chair, seconded by Hogan, Approved unanimously.
6. Commissioner Report – Cross: there will be information going out for a discussion about the art in the Esplanade. Friday: music selection night.  
Cross/Johnson/Wallace/Termini/Gelman/Hogan.
7. Staff Report: none
8. Communications:
9. Future Agenda Items- Music Selection Approval, 41<sup>st</sup> Ave Event, Retreat Planning, Writer Contest, Sponsorship Update, Public Art Fund Budget, Art App update, Jenna Davis. Ask Steve Jesberg to attend a meeting for the Esplanade.
10. Adjournment to a regular schedule meeting to be held on Tuesday February 11, 2014 at 6:30 pm City Council Chambers: 7:40 pm



# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 11, 2014

FROM: Kelly Barreto  
DATE: February 7, 2014  
SUBJECT: Twilight Concert and Art & Music at the Beach, Band Approval

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**Recommended Action:** Approve the following Music Selection Committee Recommendations; 1) Twilight Concert band and 2) Art & Music at the Beach bands.

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### **BACKGROUND**

The Art & Cultural Commission approved a Music Selection Process Policy in October 2013. The process included a band selection sub-committee who would review the band submittals and select the bands for the Twilight Concerts and Art & Music at the Beach events. The bands selected would then be approved by the entire Commission.

The sub-committee met in January, attached is the list of recommended bands for approval. Upon approval, Commissioners must secure sponsorships for each concert. Staff will work directly with the sponsors and the bands to secure agreeable dates. This must be completed by April 1, 2014 in order to distribute the promotional materials in a timely manner.

### **FISCAL IMPACT**

No fiscal impact.

### **ATTACHMENT**

1. Recommended Twilight Concert Bands
2. Art & Music at the Beach
3. Band Selection Policy

**Report Prepared By:** Staff Kelly Barreto

**Twilight Concerts**

Extra Large

Digbeats

Big City Review

Shane Dwight

Brad Wilson

Mambo Tropical

Tsunami

Joint Chiefs

Mark Russo & the Classy Cats

Beach Cowboys

Pounders

Samba Da

**Alternates**

Billy martin

Red beans and rice

Wally's swing world

Broadway john tucker

Sunday Art & Music at the Beach

Singing wood

Ron Kaplan

Harpin johnny and the unpaid bills

Laurent fourgo

Samba Cruz

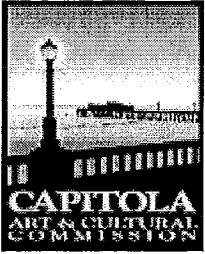
Jazzy Hawaiian

Alternate

Oscar Reynolds trio

# Twilight Concert Band Selection Policy

- 1) Band Submission Receiving Process:
  - a. All band submission must include for consideration the following:
    - 1) Band Application, 2) Demo CD (minimum of 5 songs) & 3) Biography & Band Photo
  - b. All Submissions must be received through City Hall front Desk and receive date stamp.
  - c. Stipend: Bands with 7 or less members will be offered \$1,000. Bands with 8 or more members will be paid \$1400.
  
- 2) Deadline of all Submissions:
  - a. All Submissions must be received by December 15.
  
- 3) Band Selection Committee:
  - a. Band Selection Committee (Committee) will be formed at the November Art & Cultural Commission meeting. The Committee should include no more than 4 Commissioners and no more than 3 members of the public, selected by the Band Selection Committee. The Commission will determine the genres' of music prior to the Committee's first meeting in order to make the band selection process steam lined.
  
  - b. Staff will sort all bands submittals into genres and preview all submissions and offer a suggested order to review based on submission quality. Staff will provide Committee with all submissions, as well as an organizer/score sheet.
  
  - c. Committee will meet during the early weeks in January to review bands and make suggested selection of band line ups.
  
  - d. Committee will select 12 bands and 2 alternant bands and contact staff with selected list within 5 days of selection meeting.
  
  - e. The Art & Cultural Commission will have final approval of the band selections.
  
  - f. Committee members will not contact sponsors or band members with promises of dates or performances.
  
- 4) Staff will have the discretion to select band performance dates to appeal to various Sponsors requests and guidelines. Staff will also have the discretion utilize the alternate band if there are date conflicts, change in band status or amount of stipend is not acceptable to bands.



# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 11, 2014

FROM: Kelly Barreto  
DATE: February 7, 2014  
SUBJECT: 2014 Event Planning Update

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**Recommended Action:** Receive update regarding 2014 events planning.

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### **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 completed funded through sponsorship. Staff will provide status updates regarding these events including band confirmation and sponsorships secured to date at the meeting. Commissioner staffing of these events will occur in May. Art and Music at the Beach is coordinated and staffed by Leslie Fellows and does not require volunteers.

In addition, the Commission also organizes children's art activities for the Begonia Festival and the Art & Wine Festival. These two events require Art & Cultural Commissioners to volunteer to organize and staff these events in September.

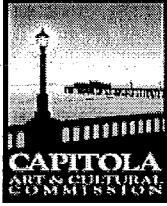
### **FISCAL IMPACT**

No fiscal impact.

### **ATTACHMENT**

None

**Report Prepared By:** Staff Kelly Barreto



Item #: 5.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 11, 2014

FROM: STAFF  
DATE: February 6, 2014  
SUBJECT: 2013 Annual Report

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**Recommended Action:** Review and provide input for 2013 Annual Report.

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### **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 in March.

### **FISCAL IMPACT**

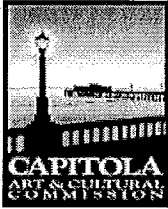
None

### **ATTACHMENT**

Annual Report Attached

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





Capitola Art & Cultural Commission  
420 Capitola Ave.  
Capitola, CA 95010  
831-475-7300

## CAPITOLA ART & CULTURAL COMMISSION

### ANNUAL REPORT 2013-2014

#### 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.

There are twelve members of the commission. Each serves a term of two years. The 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 Eight (8) "At-Large" Members. Appointments are made by the City Council. The commission is staffed by an ¼ time administrative assistant.

The Art & Cultural Commission meetings are on the 2nd Tuesday of the month.

#### Members for 2014:

Mike Termini (Chair & City Council Representative), Roy Johnson (Vice-Chair & Arts Professional), Kim Hogan (Artist), Linda Smith (Planning Commission Member) Nathan Cross (At Large Member), Dave Kraemer (At Large Member), Joyce Murphy (At Large Member), Jenny Shelton (At Large Member), James Wallace (At Large Member), Laurie Hill (At Large Member), Joan Davisson (At Large Member) & Stephanie Gelman (At Large Member).

Movies were organized by Art and Cultural Commission and funded through sponsorship by Pizza My Heart and Green Waste Recovery. A forth movie event was organized by the Begonia Festival. These free family friendly events continue to grow in popularity. The Commission received popcorn from the Aptos Nickelodeon for event which was offered free to attendees also.

Sponsors: Green Waste Recovery, Inc. & Pizza My Heart

Planned/Considered Changes:

- Retain the same arrangements with sponsors, number of movies, and staffing from Public Works.
- Through Public Announcements, enlist the help of local media to promote these free events.

### **Sunday Art and Music at the Beach:**

The Commission once again organized the Sunday Art and Music at the Beach Events. This event runs 6 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. Several artists display and sell their arts. Artists pay for booth rentals, and the funds are used to pay the program coordinator which makes the event cost neutral to the City. The addition of the live music in 2010, required securing sponsors for the music costs. This music series has been well received by locals, beach goers, artist and event attendees.

Music and Art at the Beach Evaluation: The Commission sponsorship committee was able to secure one corporate sponsor to cover all band cost for the 2013 bands. The amount paid to each band \$400 during the 2013 season. This made securing sponsorship much easier. The bands continue to bring in positive reviews from beach goers, selling artist as well as buyers of the Art and Music at the Beach events.

Sponsor: The Fairfield Inn & Suites by Marriott-Capitola & Slater Construction

Planned/Considered Changes:

- Maintaining program (?)

### **Community Enrichment:**

- The Commission participated in the Children's Art Event for the Begonia Festival-coordinated art event for over 300 children. Offered children an opportunity to create an art piece to take home.

Future Public Art Projects considered, discussed & researched recently

(Commission input needed)

- Recycling Containers/ Garbage Bins
- Film Festival/ Performing Arts Center Event
- Plein Air Project
- Hanging Flower Baskets in village/ Stockton Bridge
- Park Avenue Mural
- Seawall Sculptures
- Fish Tank/ interpretive tank & Center
- Rispin Mansion garden events
- Decorative Street Lighting
- Stairs to Depot Hill
- Sculpture Near Target/ maybe something on median
- Play ground at the beach esplanade with art theme
- Town clock- near town center, upper village, esplanade park
- Climbable structure/ art at existing park
- Jetty Sculptures
- Splash park at Rispin & Esplanade