

# ***CAPITOLA***

## ***ART & CULTURAL COMMISSION***

### **MEETING AGENDA**

**Tuesday, February 9, 2016**

**6:30 p.m.**

**City Council Chambers**

#### **Commission Members**

Michael Termini ~ Chair

Nathan Cross~ Vice Chair

Mary Beth Cahalen

Laurie Hill

Kim Hogan

David Kraemer

Joyce Murphy

Linda Smith

Jenny Shelton

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minutes- January 12, 2015**
- 5. General Business -**
  - a. Annual Report**
  - b. Annual Retreat Report (Verbal)**
  - c. Public Art Status**
  - d. Administrative Building Art Display Program**
- 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.*

#### **Staff Representatives**

Kelly Barreto &

Larry Laurent

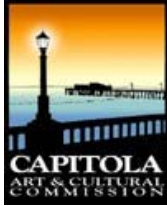
*Agenda and Agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website: [www.cityofcapitola.org/](http://www.cityofcapitola.org/) on Friday prior to the Tuesday meeting. If you need additional information please contact the City Hall Department at (831) 475-7300.*

*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, January 12, 2016 6:30 p.m.**  
**City Council Chambers**

1. **Call to Order-Roll Call:** Present: Termini, Kraemer, Smith, Murphy, Hill, Cahalen, Shelton  
Absent: Cross
2. **Approval of Agenda-** M/S Murphy/Smith Approved Unanimously
3. **Oral Communications-** None
4. **Approval of Minutes-** M/S Smith/Murphy. Approved unanimously
5. General Business-
  - a. **Commissioner Chair Election**  
Commissioner Smith Nominated Mike Termini to serve as Chair and Termini nominated Commissioner Cross to serve as Vice-Chair. Approved unanimously
  - b. **Artist Commissioner Appointment**  
Commission received additional Artist commissioner application from Kim Hogan. Commissioner Hill stated she has worked with Ms. Hogan at the Begonia festival and is on the Board of Directors. Ms. Hogan has been selected as poster artist for the Art and Wine Festival. Commissioner Hill believe Ms. Hogan is diligent and sees this application as a reinstatement. Commissioner Kraemer stated he was excited to have Ms. Hogan apply and she has worked well with the Commission in the past. Commissioner Smith motioned to recommend Ms. Hogan to the City Council, Commissioner Shelton seconded the motion. Approved unanimously
  - c. **Sponsorship & Event Committee**  
Event Sponsorship Committee – Kraemer and Smith  
Band Selection Committee – Cross, Termini, Kraemer, Cahalen  
Movie Selection Committee – Shelton, Hill, Cahalen  
Plein Air Committee – Shelton  
Commissioner Hill requested that the band submittals that are not selected by the Commission be sent to the Begonia Festival.
  - d. **Retreat Planning (Verbal)**  
Retreat/Planning Meeting will be scheduled for February 6, 2016 in the Capitola Community Room
6. **Commissioner Reports-** Chair Termini reported that the Friends of the Art and Cultural Commission has a \$3000.00 in its bank account. Commissioner Shelton reported that Kathleen Crocetti with the Santa Cruz Ebb and Flow project is interested in using available grant funds for the Depot Hill Stairs
7. **Staff Report-** None
8. **Oral Communications-** None
9. **Future Agenda Items –** Climbing Sculpture, Mural at McGregor Skate park, Open Streets, 2015 Annual Report
10. **Adjournment to next Regular Scheduled meeting**



Item #: 5.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 9, 2015

FROM: STAFF  
DATE: April 14, 2015  
SUBJECT: 2015 Annual Report

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**Recommended Action:** Review and provide input for 2015 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 April.

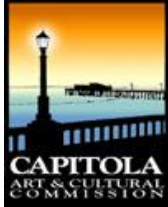
### **FISCAL IMPACT**

None

### **ATTACHMENT**

Annual Report Attached

**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 2015

### 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.

In 2015 the Art and Cultural decided to recommend to the City Council that the number of commissioners be reduced. The City Council approved the reduction in Commissioners from twelve (12) to nine (9) beginning January 1, 2016. Each commissioner serves a term of two years, with a maximum of three consecutive two year terms. The commission is now 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 2015:

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).

## **Yearly Highlights-2015: Events & Entertainment:**

### **Twilight Concerts:**

The A & C Commission organized the 31st annual Twilight Concerts Series. This annual series offered 12 free concerts in Capitola Village on Wednesday evenings during last summer months. The concerts attract between 1,500-3,000 attendees to each of the free, family friendly events. Every concert is sponsored by a private donor in the amount of \$1,200. Bands were paid between \$1000 and \$1400 depending on the number of members. A sound engineer provides services for these events. Promotion of the concerts includes the distribution of over 10,000 postcards, as well as press releases to the local newspapers. The concerts are also advertised on the City's website and scroll. The Commission did not sell T-Shirts during the 2015 Twilight Concerts

Twilight Event Evaluation: The Commission table/t-shirt sales area has continued to be a welcome addition the event set up, offering concert goers and band members an easy way to locate the main information center and volunteers or staff.

2015 Sponsors: Paradise Beach Grille, Lanai Financial Solutions, Christine McBroom, Monterey Bay Properties, Zelda's, Devcon Construction, Marriot Fairfield Inn – Capitola, Union Bank of California, Gayles Bakery & Rosticceria, Ow Family Properties, Britannia Arms, JR Parrish Real Estate, Stockton Bridge Grille.

2015 Bands: Jean Fineberg and the Party Monsters, Shane Dwight, Big City Revue, Sambada', Mark Russo and the Classy Cats, Broken English, Joint Chiefs, Extra Large, Black Sunday Roadshow, Tsunami Band, Lyin'i's, Digbeats

Planned/Considered Changes:

- Storage area for Commissions band water bottles, t-shirts, tables and lights, etc.
- Restart T-Shirt Sales

### **Movies at the Beach:**

Organized the 11<sup>th</sup> annual Movies at the Beach event. The free Movies on the Beach occurred three times a year and regularly attracts 400-800 attendees per event. The movies are sponsored by private donors in the amount of \$1,000 each. The cost of hiring a projectionist and rental of the movies generally runs between \$650 and \$750. The movies are promoted on the postcard, as well as the City website and scroll.

- Movie Event Evaluation: The Commission maintained hosting three movies during the Movies at the Beach event for 2015. All movies were shown on a screen secured to the bandstand stage. Movies were organized by Art and Cultural Commission and funded through sponsorship by Pizza My Heart. A fourth 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 Theater Nickelodeon for event which was offered free to attendees also. Volunteers and students served the popcorn to the audience.

Movies: Lego Movie, Endless Summer 2, Ferris Bueller's Day Off

Sponsors: Pizza My Heart sponsored the all three Art and Cultural movies.

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.
- Will need to find another source for popcorn

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

The Commission once again 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. 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 2015 bands. The amount paid to each band \$400 during the 2015 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: Green Waste Recovery, Inc.

Planned/Considered Changes:

- Maintaining program

## **New Events**

In 2015, the Art and Cultural Commission added two new events to its schedule. Both events took place after the traditional summer season

### **Opera at the Beach**

The Art and Cultural Commission was presented with an opportunity to host The Bay Shore Lyric Opera Company in a production of Mozart's Don Giovanni. The Opera took place in the Esplanade Park on September 20<sup>th</sup>. The event was sponsored by anonymous donor which paid for the opera company and the sound engineer.

Sponsor: Anonymous

Planned/Considered Changes: Sponsorship committee will need to secure sponsorship for the Opera in 2016.

### **The Magic of Capitola - En Plein Air**

The Art and Cultural Commission added a Plein Air event in 2015. The event took place on November 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> throughout the City, but primarily along the coast and Soquel Creek. The juried competition, exhibition and sale attracted over 40 artist, who created art in the open air throughout Capitola. People had the opportunity to watch artists create art throughout the weekend. The judging and sale on the 8<sup>th</sup> was originally planned for Esplanade Park, but due to rain, it had to be moved to the Community Center at Jade Street Park. Even with the last minute change of venue, the event went off wonderfully and was a great success.

The Plein Air event took many volunteer hours to coordinate and run with many commissioner assisting. Special acknowledgement needs to go to Commissioners Jenny Shelton, David Kraemer and former Commissioner Stephanie Gelman who all donated a significant number of hours to ensure this inaugural event took place and was a success.

The City Council approved \$3500.00 for the production of the Plein Air event and \$2250.00 to purchase the 1<sup>st</sup> and 2<sup>nd</sup> place winners in the professional division, which will remain part of the City's permanent art collection. Artists were charged entry fees to help offset the cost of the event.

Sponsor: Gayle's Bakery & Rosticceria, Monterey Bay Properties

Planned/Considered Changes: Sponsorship committee may need to secure additional sponsorship for the Plein Air in 2016.

## **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.
- The Commission coordinated a Children's Art Project that took place during the Capitola Plein Air Event

## **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.

In 2015, four projects in Capitola met the above criteria. All four took the 1% option and contributed approximately \$53,000 toward the Public Arts Program during the year. The Current balance of the Public Art fund is about \$250,000.

The following is a list of projects funded in 2015 by the Public Art Fee:

- Wharf Road Mural Extension
- Winning paintings from Plein Air Event

## **Goals for 2016:**

### **Events & Entertainment:**

- Twilight Concerts-32<sup>nd</sup> annual concert series offer 12 free concerts in Capitola Village on Wednesday evenings during the summer months.
- Movies at the Beach event-12<sup>th</sup> 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 artist display and sell their arts. Offer live music during all the events. Musician costs are covered by sponsorship.



- Capitola Opera at the Beach
- Capitola En Plein Air

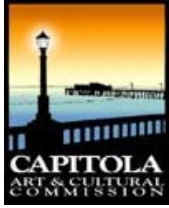
Community Enrichment:

- Children's Art Event for the Art & Wine Festival
- Children's Art Event for the Begonia Festival
- Children's Art at Capitola En Plein Aire

Future Public Art Projects considered, discussed & researched recently

(Input from the Annual Planning retreat will be needed.)

- Recycling Containers/ Garbage Bins
- Film Festival/ Performing Arts Center Event
- 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 or City location
- Jetty Sculptures
- Splash park at Rispin & Esplanade
- Mural at McGregor Park



Item #: 6.c

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 9, 2016

FROM: STAFF  
DATE: February 5, 2016  
SUBJECT: Public Art Status

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**Recommended Action:** Create a Public Art Project List and give staff direction

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### **BACKGROUND**

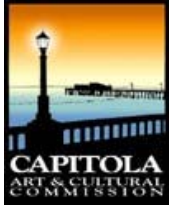
Based on the results of the Annual Planning Retreat, the Commission needs to give staff direction on which projects it wishes to move forward with in 2016. Staff will take the list to City Administration to determine feasibility and time requirement of projects.

### **FISCAL IMPACT**

None

### **ATTACHMENT**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager



Item #: 5.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF FEBRUARY 9, 2016

FROM: STAFF  
DATE: February 5, 2016  
SUBJECT: Administrative Building Art Program

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**Recommended Action:** Commissioner volunteer to manage program

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### **BACKGROUND**

As part of The Art and Cultural Commission's mission to provide public art throughout the City of Capitola, the Commission has had a program to allow artists to display their art work in the City of Capitola council chambers and the Police Department entry. The Art and Cultural Commission administrative assistant has managed this program for the Commission. The goal of this program is to rotate every quarter. Due to reduction in the hours, it has become more difficult for this person to manage. Staff would like to have a Commissioner assist in managing this program moving forward.

### **FISCAL IMPACT**

None

### **ATTACHMENT**

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager