

# ***CAPITOLA***

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

### **MEETING AGENDA**

**Tuesday, April 12, 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- March 8, 2016**
- 5. General Business –**
  - a. Wharf Road Mural - Presentation**
  - b. Summer Events Postcard**
  - c. Summer Events Sponsorship (Verbal)**
  - d. Public Art (Verbal)**
- 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.*

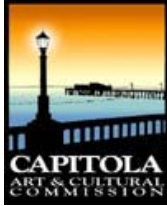
*Americans with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments 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, March 8, 2016 6:30 p.m.  
City Council Chambers

1. **Call to Order-Roll Call:** Present: Termini, Cross, Murphy, Hill, Cahalen, Shelton, Smith  
Absent: Kraemer
2. **Approval of Agenda-** M/S Smith/Cross Approved Unanimously
3. **Oral Communications-** Commissioner Smith reported that the Capitola Historical Museum will have a reception of the Ravnos exhibit from 12 pm – 2 pm on March 19. Commissioner Shelton reported that grant with creative work fund for depot hill stairs is complete. Commissioner Cross congratulated the Plein Air group on the job they did. Commissioner Shelton requested that the Plein Air Committee schedule a meeting. Dag Weiser brought up potential project to create an anamorphic art project on Depot Hill stairs. Chair Termini explained that the commission is working on a grant for the project and Staff Laurent will communicate.
4. **Approval of Minutes-** M/S Murphy/Hogan. Approved unanimously
5. **General Business-**
  - a. **Summer Events (Verbal)** Staff Barreto gave status report on the summer events and the remaining needed sponsors. Twilight concerts have two sponsorship opening and still need opera and Plein Air sponsors. Chair Termini suggested that staff speak with Councilman Norton regarding Opera. Staff Barreto brought example of new flyer which will replace the postcard.
  - b. **Merchandise Ideas (Verbal)** Chair Termini has received quotes for Clings and Stickers. Commissioner Shelton would like to sell both. Commissioner Cross wanted to make sure the Commission identified how the proceeds from the sales would be used. Chair Termini stated that The Friends of the Art and Cultural commission will buy and sell all merchandise. Chair Termini reported only need to fill in some sizes on t-shirts.
  - c. **Book Art (Verbal)** Commissioner Shelton reported that the book art would be a way to archive the work of the plein air event. Work would be public art and could be displayed in a City facility.
  - d. **Public Art Update** Staff Laurent that the stair hand rail would need to wait until the opposite side of Capitola Avenue is finished. Staff Laurent reported that the 41<sup>st</sup> landscaping project would have to focus on the art not plants requiring water. Staff Laurent will speak with landscape architect Arnone. A sub-committee to look at options for climbing sculpture in front of City Hall was formed Commissioners Cross, Hogan and Murphy will try to meet prior to next meeting. Committee for walls on Capitola Ave and McGregor Park will wait until future meeting.
6. **Commissioner Reports** – Commissioner Hogan reported that she has contacted artists regarding the next rotating art for City Hall and the police department
7. **Staff Report-** None
8. **Oral Communications-**
9. **Future Agenda Items** – Wharf Road Overcrossing
10. Adjournment at 7:28 pm



Item #: 5.b

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF APRIL 12, 2016

FROM: STAFF  
DATE: April 8, 2016, 2016  
SUBJECT: Public Art Update

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**Recommended Action:** Give Staff Direction on size of Postcard

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### **BACKGROUND**

At the March 8, 2016 Art and Cultural Commission staff presented the summer events mailer as a bi-fold 8.5" x 11" design. The cost of this option would be greater than anticipated. The more cost effective options are 6" x 11" postcard or an 8.5" x 11" flat flyer.

### **DISCUSSION**

Due to postal rules, the 8.5" x 11" inch bi-fold option would cost approximately \$1300 more than either a 6" x 11" postcard or an 8.5" x 11" flat flyer. The print costs would be approximately the same. At the March 8<sup>th</sup> meeting, the Commission gave direction to move to the bi-fold option, however staff was not aware of the significant difference in the cost. The 2015-16 budgeted amount does not include funds for this cost increase.

### **FISCAL IMPACT**

\$4400 for the 8.5" x 11" bi-fold. \$3100 for the 6"x11" postcard or 8.5" x 11" flat.

### **ATTACHMENT**

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