

## Artists of 2016

Mike Bailey  
Carole Belliveau  
laura Martinez-bianco  
sally bookman  
Cathy Boyer  
Kerrie Brandau  
Wendy Brayton  
john crawford  
Guadalupe De Los Santos  
Myra Eastman  
Catherine Fasciato  
Paul Fortis  
Meisha Grichuhin  
scott hamill  
Coraly Hanson  
Maggie Hellmann  
Daryl Hosick  
Cyrus Hunter  
Lynn Jaye  
Sibyl Johnson  
Monika Johnson  
Bill Kennann  
Suzi Long  
Sergio Lopez  
Marie Massey  
Annette Dion McGowan  
Samantha McNally  
Judy Miller  
Mark Monsarrat  
Joe Ortiz  
Erika Perloff  
Charles Prentiss  
Julia Seelos  
Al Shamble  
Nancy Takaichi  
Barbara Tapp  
Donna Thompson  
Bonnie Tucker  
Marti Walker  
Peggy Wynne Borgman  
**ALTERNATES**  
Mike Allison  
Susanne Elliot

## Plein Air Report for 9/13/16

**Capitolapleinair.com has more info including schedule, rules, and sponsors.**

### ARTISTS

Forty artists have been selected in the Professional Division for 2016. We also have 2 alternates and 8 amateurs.

### HOSTING

We anticipate up to 13 artists will request hosted lodging, as they live 90 minutes *or more* (think Tahoe, Sacramento, Riverside, Mendocino, etc) away from Capitola, so **a top priority is finding host families.** Amateurs will not be offered hosted lodging.

**We request that all commissioners who have a guest room, please consider opening your home to an artist. Email Jenny and Laurie to let us know. Thanks!**

The event days are Nov 2-6, but some artists may not require hosting for all the days. **Ideally, hosts will make their homes available Nov 1-7.** Similar to hosting with AirBnB, a private bedroom and access to kitchen is the minimum required. Hosts may also choose to invite artists to share meals, and provide information about the area. There is no financial compensation provided to hosts, but we have been advised that artists will typically offer a painting to host family at the end of the week.

### ALTERNATIVE HOUSING

We have no solid leads yet, but will look at alternate housing options for those we cannot host. Ideas include Capitola Beach Rentals house for a group of artists, or reduced rates at Best Western or other hotel. Because artists have to frame their works, and have equipment, hotel lodging is inconvenient (and expensive!).

### MARKETING

Ads have been placed in: SC Sentinel; Good Times; Open Studios Guide; Santa Cruz Waves. Free feature in Beach Neighbors Magazine, and on the back cover of the fall Capitola Parks and Rec Catalogue. Facebook ads and Other PR TBD.

We have 300 Posters and 2500 Postcards. Please keep a few on hand to distribute to collectors or locations that are appropriate. Local artists will receive postcards to distribute to their mailing lists. The rest will be distributed throughout the County and at Open Studios. **Any assistance commissioners can provide with distribution is appreciated. Try to leave a handful with any Open Studios you visit! I will leave surplus with Larry at City Hall, if you need more.**

Banner application has been approved for Capitola Avenue. The banner will be reusable, with "First Weekend in November" as timing, and no location specified.

We acquired three sandwich boards, which will be utilized as directional signs on event days. Hopefully we can put them at 41st and Bay Ave off-ramps, and one at the park at Monterey/Bay Ave to direct people to New Brighton.

### LOGISTICS

Laurie is heading up the event day logistics. Soon we will have a volunteer sign up portal on the website, we will keep you posted.

San Lorenzo Floors is sponsoring a portion of the display panels. We will pay for the rest from event income. See photo for example of what the panels will look like. Laurie believes it likely we can store with Begonia Festival supplies.

Two jazz musicians have been booked for event day.

Snacks and a bag lunch will be available for artists and most volunteers on Sunday. Because we will not have refreshments for attendees, and the venue is not strolling distance from amenities, we are looking into inviting a food truck onsite for Sunday.

