

CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, February 13, 2018

6:30 p.m.

Capitola Community Room

Commission Members

Michael Termini ~ Chair

Roy Johnson ~ Vice Chair

Mary Beth Cahalen

Mary Jo Connolly

Rick Gross

Laurie Hill

Dennis Norton

Sam Storey

James Wallace

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minutes- January 16, 2017**
- 5. General Business –**
 - a. Annual Report**
 - b. Music Selection Committee**
 - c. Plein Air (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.

Agenda and Agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website: 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.

Staff Representatives

Kelly Barreto &
Larry Laurent

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

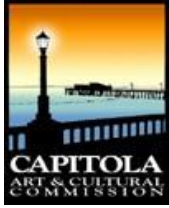
ART & CULTURAL COMMISSION

DRAFT MEETING MINUTES

Tuesday, January 16, 2018 6:30 p.m.

Council Chambers

1. **Call to Order-Roll Call:** Present: Termini, Hill, Norton, Storey, Connolly, Cahalen, Wallace, Gross Absent: Norton
2. **Approval of Agenda-** M/S Hill/Cahalen Approved Unanimously
3. **Oral Communications-** Introduction of Commissioners Rick Gross and James Wallace.
4. **Approval of December 12, 2017 Minutes-** M/S Hill/Connolly. Approved unanimously
5. **General Business-**
 - a. **Commissioner Chair and Vice Chair Election** Nomination of Mike Termini as Chair and Roy Johnson as Vice-Chair M/S Wallace/Storey. Approved unanimously
 - b. **Sponsorship and Event Committees** Movie selection committee Commissioners Cahalen and Storey. Music Selection and Sponsorship Committees Chair Termini, Commissioners Gross, Connolly, and Wallace
 - c. **Retreat** Staff will contact facilitators. April 7th was the date selected.
 - d. **Arts Council of Santa Cruz County** Commissioner Hill will represent this year and Commissioner Johnson will represent in 2019.
 - e. **Art Donation** Staff reported that artist has offered a piece of art to the City. Staff will follow up with artist.
6. **Commissioner Reports** – Chair Termini requested that Jenny Shelton attend the February meeting.
7. **Staff Report-**
8. **Communications-**
9. **Future Agenda Items –**
10. **Adjournment**



Item #: 5.a

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF FEBRUARY 13, 2018

FROM: STAFF
DATE: February 9, 2018
SUBJECT: 2017 Annual Report

Recommended Action: Review and provide input for 2017 Annual Report.

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 at the February 22, 2018 meeting.

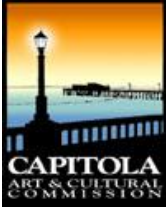
FISCAL IMPACT

None

ATTACHMENT

2017 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 2017

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.

The Art and Cultural 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 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 commission did not have an Arts Professional Commissioner in 2017.

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 2017:

Mike Termini (Chair & City Council Representative), Nathan Cross (Vice-Chair), Kim Hogan (Artist), Sam Storey (Planning Commission Member), Mary Jo Connolly (At Large Member), Dennis Norton (At Large Member), Mary Beth Cahalen (At Large Member), & Laurie Hill (At Large Member)

Yearly Highlights-2017: Events & Entertainment:

Twilight Concerts:

The Art and Cultural Commission organized the 33rd annual Twilight Concerts Series. This annual series offered 13 free concerts in Capitola Village on Wednesday evenings during last summer months. The concerts attract between 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 8,000 postcards, as well as press releases to the local newspapers. The concerts are also advertised on the City's website and social media outlets. The Friends of the Art and Cultural Commission sold clothing and other merchandise in 2017. At a few concerts the Begonia Festival sold posters from their collection.

2017 Sponsors: Earthworks Paving Contractors, Ow Family Properties, Devcon Construction, Gotti Properties, Britannia Arms, The Sand Bar Capitola, Gayle's Bakery & Rosticceria, Marriot-Fairfield Inn – Capitola, , Zelda's, Lanai Financial Solutions-Christine McBroom, Toyota of Santa Cruz, Swenson, Union Bank of California.

2017 Bands: Mambo Tropical, Todd Morgan & the Emblems, Big City Revue, The Shanks, Joint Chiefs, Extra Large, Mark Russo and the Classy Cats, Johnny Mahalo and the Wild Coconuts, Sage Robin Anderson Big Band, Delta Wires, Digbeats

Planned/Considered Changes: Improve on the usage of Social Media to promote the concerts.

Movies at the Beach:

Organized the 13th 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 were sponsored by Pizza My Heart for \$2,000. The cost of hiring a projectionist and rental of the movies. 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 2017. All movies were shown on a screen secured to the bandstand stage. A fourth movie event was organized by the Begonia Festival. These free family friendly events continue to grow in popularity. The Commission received popcorn donated by Cinelux Capitola Café and Lounge was offered free to attendees. Volunteers and students

served the popcorn to the audience. Social media events were used for the first time which coincided with the best attended movie series in recent memory. The Jay Moriarity Foundation attended and helped present Chasing Mavericks.

Movies: Finding Dory, Chasing Mavericks, Moana

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.
- Continue to use social media events to promote the movies.

Sunday Art and Music at the Beach:

The Commission helped 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. Live music was added in 2010 and requires 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. GreenWaste Recovery donated \$2400 to cover all band cost for the 2017 bands. The bands continue to bring in positive reviews from beach goers as well as art buyers and sellers alike.

Sponsor: GreenWaste Recovery, Inc.

Planned/Considered Changes:

- Maintaining program

Opera at the Beach

In 2015, the Art and Cultural Commission hosted an inaugural opera production by the Bay Shore Lyric Opera. In 2017, Opera at the Beach took place for the third time, the performance of Mozart's Marriage of Figaro was accompanied by conductor Michael DiGiacinto and members of the Winchester Orchestra. Attendance was higher in 2017, but will continue to find avenues to promote to the community. Opera was moved from 2 p.m. to 12 p.m. and will be at 12 p.m. in 2018

Sponsor: Arranged by the Bay Shore Lyric Opera

Planned/Considered Changes: Sponsorship committee will need to secure sponsorship for the Opera in 2018.

The Magic of Capitola - En Plein Air

The Art and Cultural Commission added a Plein Air event in 2015. In, 2017, the event took place on November 3rd, 4th and 5th. Artists painted throughout the City, but primarily along the coast and Soquel Creek. The juried competition, exhibition and sale attracted over 40 artists, 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 took place on the November 5th at New Brighton Middle School and was a tremendous success.

In 2017, the City of Capitola contracted with Jenny Shelton to coordinate the Plein Air event. In addition, it took many volunteer hours to put on the even, with many commissioners assisting. Special acknowledgement needs to go to Commissioners Laurie Hill and Mary Jo Connolly who all donated a significant number of hours to ensure the event took place and was a tremendous success.

The City Council approved \$3500.00 for the production of the Plein Air event and \$2250.00 to purchase the 1st and 2nd place winners in the professional division, which will remain part of the City's permanent art collection. Artists were charged entry fees and contributed a portion of sales for future children's art in the community.

Sponsors: Gayle's Bakery & Rosticceria, Fairfield Inn and Suites -Capitola, Palace Arts, Lenz Arts, Good Times, Shadowbrook Restaurant, San Lorenzo Floors, Capitola Soquel Chamber of Commerce, Capitola Village and Wharf Business Improvement Association, Local Santa Cruz, Santa Cruz County Association of Realtors, Times Publishing Group,

Planned/Considered Changes: Commission needs to form a subcommittee to decide how to continue the event.

Community Enrichment:

- A Children's Art Project that took place during the Capitola Plein Air Event
- A portion of the proceeds from the Plein Air event will be used to foster art in the community.

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.

The Art and Cultural Commission is working on finding appropriate public art projects and locations for public art. The Current balance of the Public Art fund is about \$250,000.

The following is a list of projects funded in 2017 by the Public Art Fee:

- Professional winning paintings from Plein Air Event. Will be displayed in the City Council chamber and become part of the City's permanent collection.

In 2017 the Commission recommended three public art projects to the City Council and all were approved.

- Capitola Avenue Railing
- Esplanade Park Sculpture
- McGregor Skatepark Mural

These three projects will be completed in 2018

Continuing in 2018:

Events & Entertainment:

- Twilight Concerts-34nd annual concert series offer 13 free concerts in Capitola Village on Wednesday evenings during the summer months.
- Movies at the Beach event-14th 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 artists display and sell their arts. Offer live music during all the events. Musician costs are covered by sponsorship.
- Capitola Opera at the Beach
- Capitola Plein Air

Future Public Art and Project to be considered (Based on 2017 retreat)

Short-Range Funded

- 41st Avenue landscaping and art maintenance.
- Begonia Festival Commemorative Art
- Trestle Painting

Short-Range Sponsored

- Kite Flying Contest
- Dance Review
- Taiko Drummers

Mid-Range Funded

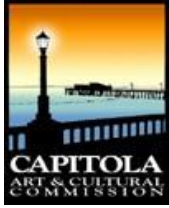
- Rispin Mansion Gardens & fountain
- Railing on East Cliff
- Public Art at Library
- Capitola Welcome Signs
- Mall Art
- Decorative Trash/Recycling
- Sculpture at PD
- Upper Beach Parking Lot Art

Mid-Range Sponsored

- Rispin Performances
- Winter Performances, New Brighton
- Trestle Art contest
- Shakespeare

Long-Range Funded

- Aquarium/Art on Wharf
- Art @ Roundabout
- Carousel
- Rail/Trail Art
- Removable Stairs
- Depot Hill Stairs



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF FEBRUARY 13, 2018

FROM: STAFF
DATE: February 9, 2018
SUBJECT: Music Selection Committee

Recommended Action: Receive Report

BACKGROUND

The Capitola Art and Cultural Commission Music Selection Committee met on February 2, 2018 and made selections for the Twilight Concerts and the Sunday Art and Music at the Beach events. Staff will work with the bands and sponsors to determine the schedule.

FISCAL IMPACT

ATTACHMENT

2017 Art and Cultural Commission Music Selections

Report Prepared By: Larry Laurent
Assistant to the City Manager

2017 Art and Cultural Commission Music Selection Committee Selections

Twilight Concerts

Wooster
Ajavu
Todd Morgan
House Rockers
Saint Gabriel celestial band
Blackouts
Extra Large
Mark Russo
Mambo tropical
Long train running
Big city review
Everyday people
Digbeats

Back up groups;
Inciters
Delta wires
Fish hooks
Joint chiefs

Sunday Art and Music at the Beach

Singing wood
Ron Kaplan
Samba cruz
Simple creation
Speakeasy
7th wave

Back up:
Acoustic madness