

# **CAPITOLA**

## **ART & CULTURAL COMMISSION**

### **MEETING AGENDA**

**Tuesday, May 8, 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

Sam Storey

James Wallace

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minutes- April 10, 2018**
- 5. General Business –**
  - a. Summer Events (Verbal)**
  - b. Retreat Followup**
  - c. Plein Air (Verbal)**
  - d. Sea Ball Art**
  - e. Begonia Festival Public Art Donation**
- 6. Commissioner Reports-**
- 7. Staff Report-**
- 8. Communications-**
- 9. Future Agenda Items –**
- 10. Adjournment**

#### **Staff Representatives**

Kelly Barreto &  
Larry Laurent

*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/](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**

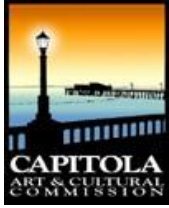
### **DRAFT MEETING MINUTES**

**Tuesday, April 10, 2018 6:30 p.m.**

**Council Chambers**

1. **Call to Order-Roll Call:** Present: Termini, Johnson, Hill, Storey, Cahalen, Gross, Connolly, Wallace (Late), Cahalen (Late)  
Absent:
2. **Approval of Agenda-** M/S Storey/Connolly Approved Unanimously
3. **Oral Communications-** Christina Evans and Julie Norton with the Mosaic with Meaning Community project spoke to the Commission about finding a location for a Mosaic tree project that the group is working on. They invited commissioner to come look at the project.
4. **Approval of January 26, 2017 Minutes-** M/S Storey/Gross. Approved unanimously
5. **General Business-**
  - a. **Summer Events** – Commissioner Gross reported that they are talking to Paradise about last concert. Mijo's is interested in a half sponsorship. Sotola cannot do it this year. Commissioner Gross asked if it was all right for Plein Air to produce a commercial to promote at the movies. Chair Termini responded that that it would be fine.
  - b. **Plein Air**– Commissioner Hill reported that the subcommittee has five members and are moving forward with the first weekend in November. New Brighton will be available with some parking limitations. Jenny Shelton is planning on moving to San Diego, but can continue to function as Project Manager for the event this year. Working on a manual for the event. Chair Termini agreed that this year would be ok, but need to find a replacement, staff will check with Leslie Fellows. Commissioner Hill said they have spoken with BIA about a First Friday type even. Commissioner Connolly reported that the music has been arranged, Acoustic Madness.
  - c. **Sea Ball Art** – Commission discussed the proposed Sea Ball artwork by Ed Kroupa, which included four relief marine themed balls to be installed along the Esplanade wall near beach entrances. Commissioner Storey was not in favor because it would displace space kids use. Would like to get a better idea of how it would fit into the location. Commissioner Connolly like the tactile nature of the work and felt the it could be educational. Commissioner Hill suggested maybe two would work better and we could see how it looked, was also concerned with it blocking the view from the beach. Commissioner Johnson felt two toward the center would be good. Staff will communicate with the artist.
6. **Commissioner Reports** – Commissioner Hill reported that the Begonia festival would like to work with the Commission on a public art project. Begonia festival will contribute \$20,000 and would like a match from Commission. Chair Termini suggested this be brought to the May meeting.
7. **Staff Report-** Retreat is April 21<sup>st</sup>. Commissioner Wallace reported that Dennis Norton has secured a sponsor for the Opera.

8. **Communications-**
9. **Future Agenda Items –**
10. **Adjournment**



Item #: 5.b

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF MAY 8, 2018

FROM: STAFF  
DATE: May 8, 2018  
SUBJECT: Art and Cultural Commission Retreat Follow-up

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**Recommended Action:** Receive Notes

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**BACKGROUND** On April 21, 2018 the Art and Cultural Commission held its annual retreat. The retreat was facilitated by Grace Hammond Attached are the notes from the retreat.

**FISCAL IMPACT** None

**ATTACHMENT** Retreat Goals Draft

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

## Capitola Art & Cultural Commission

April 2018

“The Capitola Art & Cultural Commission advises the City Council about allocation of public funds for the support and encouragement of existing and new programs in the arts; acquires works of art subject to City Council approval; initiates, sponsors and/or directs special programs that enhance the cultural climate of the City; and implements the Art & Cultural Master Plan.”

### GOALS AND ACTIVITIES

**GOAL 1:** Collaborate with the City of Capitola on specific art & cultural projects while educating on the value of art and culture in Capitola

- The Wharf:
  - Interpretive art
  - Employ technology (Hi and Low)
  - Sponsor
  - Interactive
  - Representing the diversity of local marine life
    - Meet with Seymour to plan project
- Jetty project:
  - Ensure it is accessible and artistic
  - Place art where it is visible
- Murals and Signs:
  - New “Welcome to Capitola” signs
  - Murals at identified spots
- Esplanade Park:
  - Explore opportunities including but not limited to:
    - Showers
    - Shade umbrellas
    - Removal of trees and planters
    - Entry to Jetty
- Rispin as a focal point:
  - Performing arts
  - Fountain, working with the City
  - Install art

**GOAL 2:** Support public art in the 41<sup>st</sup> Avenue and Capitola Road area

- Increase the number of pieces of art in the area
- Coordinate with existing art

**GOAL 3:** Promote Capitola as a culturally rich community with one-time and ongoing Festivals, Events, Performing Arts and programs

- Memorialize and celebrate the Begonia Festival
  - Choose and install a commemorative village sculpture or mosaic
  - Seal
- Explore new festival possibilities
- Support current activities and programs

**GOAL 4:** Ensure that art is central to Capitola by acquiring and curating public art projects

- Identify where art installations are needed in Capitola:
  - Library
  - Park Avenue mural
  - Balls
  - Capitola Avenue hill
  - Capitola Mall
  - City Hall
- Establish timeline of future locations:
  - Trestle
  - Parking lot
  - Depot Hill
  - Stairs
  - Rail/Trail
  - Carousel
  - Roundabout

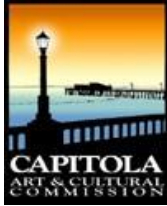
**GOAL 5:** Expand people's involvement in the art and culture of Capitola and implement the Master Plan

- Acquire and engage volunteers:
  - Identify volunteer opportunities within Capitola Art & Cultural Commission activities and programs
    - Invite the public to make suggestions on art programs

- Artist Selection Panels
- Opportunities within events
  - Plein Air
  - Performances
- Engage volunteers by establishing a system for capturing and maintaining their contact information with a database and by following up with all potential volunteers
  - Work with staff to maintain list of interested volunteers
  - Send invitations
  - Use newsletter
- Evaluation of impact of the Commission's projects and programs:
  - Add a question to the City survey
  - Analyze survey results for future planning
  - Review the Master Plan to determine desired outcomes
- Art education of Capitola's children and youth:
  - Cultural activities
  - Youth artwork displayed

### TIMELINE

<b>2018/2019</b>	<b>2020</b>	<b>2021</b>
Begonia commemorative (Laurie)	41 <sup>st</sup> Avenue projects	Rispin Fountain (working with the City)
Murals and signs	Wharf (working with City)	Rispin Performing Arts
Library	Jetty (working with City)	Esplanade (working with the City)
Review Master Plan	Grow Plein Air (Laurie)	Roundabout art
Add question to City survey		
Volunteer engagement		
Sponsorships		
Meet with Seymour about Wharf (Roy)		



Item #: 5.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF MAY 8, 2018

FROM: STAFF  
DATE: May 4, 2018  
SUBJECT: Sea Ball Art

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**Recommended Action:** Give Staff Direction

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**BACKGROUND** One of the finalists for the Esplanade Park Sculpture was Ed Kroupa. His proposal was not selected for that project; however, the work was well liked and the Commission expressed interest in the work at other locations. Commissioner Norton met with the artist to discuss the potential for the work to be installed at some of the openings to the beach at Esplanade Park.

At the March Commission meeting it was requested that the item be put on the April Commission Agenda for direction. The proposed cost for the art is approximated \$14,000 per ball and an additional \$2000 for installation for a total of \$58,000 for the project.

At the April Commission meeting staff was asked to contact the artist to check on the cost of two instead of four. The cost for each ball and installation would be the same. The total cost for the two sea balls will be approximately \$30,000

Currently, the Public Art Fund has a balance of approximately \$150,000 which includes the commitments to the three outstanding Public Art Projects.

### **FISCAL IMPACT**

Cost of the four Sea Balls is approximately \$58,000 including installation. Those funds would come from the dedicated public art funding.

### **ATTACHMENT**

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



# Sea Ball Images



**Crab Ball**



**Fish Ball**



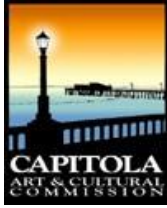
**Shell Ball**



**Star Fish Ball**



**Tentacle Ball**



Item #: 5.e

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF MAY 8, 2018

FROM: STAFF  
DATE: May 4, 2018  
SUBJECT: Begonia Festival Committee Donation

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**Recommended Action:** Recommend Accepting Donation to City Council

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**BACKGROUND** At the April Commission meeting, Commissioner Hill requested that proposal from the Begonia Festival Committee for a public art project be considered by the Commission. The Begonia Festival has proposed that a public art project to memorialize 65 years of the Begonia Festival be installed in Capitola.

The Begonia Festival Committee has proposed donating \$20,000 to the City for the project, with an equal amount coming from the Public Art fund for the project. To accept the donation greater than \$5,000.00, it must be approved by the City Council. If the Commission recommends receiving the donation, staff will bring the donation to the May 24, 2018 Council meeting for approval.

If the donation is accepted by the Council, the Commission can form an art selection subcommittee to decide on a potential location and create a Call-to-Artists.

### **FISCAL IMPACT**

The Begonia Festival Subcommittee is offering to donate \$20,000 of a \$40,000 for public art project memorializing the Capitola Begonia Festival.

### **ATTACHMENT**

Begonia Call to Artists

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

## **Artwork**

The City of Capitola is looking for proposals for a Sculpture to Memorialize 65 years of the Capitola Begonia Festival. For 65 years from 1952 to 2017, the Capitola Begonia Festival brought family and friends together for a long weekend of fun. The Festival included events such as the Nautical Parade down Soquel Creek, Horse Shoes, Sand Sculptures, Chalk Art, Concerts, Movies on the Beach, Fishing Derby, Children's Art, Rowboat Races, and much more. For a historical perspective you can access the website at [www.begoniafestival.com](http://www.begoniafestival.com) for photos, programs, poster art, etc.

## **Site & Project Description**

Capitola Village is located along a wide beach with a breathtaking view of Monterey Bay and is home to numerous craft galleries, boutiques and restaurants. It is here where many events take place. One of the largest events was the Capitola Begonia Festival. The Begonia Festival and the City of Capitola would like to create a sculpture to memorialize the spirit that this Festival brought to the City for over six decades. While the ideas for a sculpture are endless, at the very least, it should incorporate begonias. The installation of the sculpture will be done in conjunction with City of Capitola Public Works. The sculpture will be installed in a marine environment, so materials used should be very weather resistant. Location will be \_\_\_\_\_ (TBD).

## **PUBLIC ART PROJECT BUDGET**

The public art project budget is \$40,000. (*\$20,000 from Capitola Begonia Festival matched with \$20,000 from the Art & Cultural Commission*).

The project budget includes all expenses related to the research, investigation, design, fabrication of the artwork including, but not limited to: design time and fees; design documents, renderings and/or other media as required to communicate artist's concept design development to stakeholders and approving bodies; signed and certified structural, and/or other construction/engineering drawings and specifications, that may be required for fabrication; fabrication of the artwork; transportation of materials, transportation and accommodations for artist(s); insurance and all other project related expenses. The artist will work with the City in the installation of the artwork.

## **ARTIST ELIGIBILITY**

This opportunity is open to artists working or living along the west coast of the United States in California, Oregon, Washington and Hawaii. *Applicants must be able to demonstrate that they have all necessary permits to work in the United States at the time of submittal of qualifications.*

## **SELECTION PROCESS AND EVALUATION CRITERIA**

This is a concept proposal selection; the process for this project has two phases:

## **Phase One: Review of submittals and selection of finalists**

A Capitola Begonia Festival Sculpture Committee that includes members of the Art and Cultural Commission, community members, representatives of the retail district, and visual arts professionals will review submittals and recommend up to four finalists.

## **Phase Two: Development and Presentation of Concept Proposals by Finalists and Concept Proposal Selection.**

The selected finalists will be asked to prepare a detailed concept proposal for the project.

It is expected that each finalist will make a concept proposal presentation in-person to the Public Art Project Committee. The concept proposal presentation session will be scheduled to accommodate the selected finalists if possible, but final date selection will be at the discretion of the City.

The selected finalists will be provided a stipend to help prepare and present the concept proposal.

### **CRITERIA**

Consideration of artists in the selection process will include but is not limited to the following:

- Aesthetic excellence of past projects
- Appropriateness of prior concepts as they relate to Public Art and the Capitola Begonia Festival Sculpture Art Project goals and setting
- Experience developing artworks in outdoor environments
- Experience in construction materials and methods appropriate to the scope of the project

### **CONTRACT**

The City of Capitola will contract with the artist in a single agreement using a standard design-fabrication agreement. A prototype of this agreement will be available to the selected finalists. Final award shall be contingent upon selected artist accepting Terms and Conditions of the agreement in substantial conformity to the terms listed in the prototype.

The selected artist must comply with any local business licensing requirements.

### **APPLICATION REQUIREMENTS**

#### **APPLICATION DEADLINE**

Submissions (described below) must be received as a complete application in CaFÉ™ by no later than **12 p.m. PDT on Monday, \_\_\_\_\_ 2018.**

## **APPLICATION PROCESS**

All materials will be submitted online, via CaFÉ™ ([www.callforentry.org](http://www.callforentry.org)). There is no application fee to apply or to use the CaFÉ™. To view the application, go to [www.callforentry.org](http://www.callforentry.org), register a username and password, navigate to “Apply to Calls”, and search the list for “Capitola Begonia Festival Sculpture”. **Assistance in using the CaFÉ™ system is available during regular business hours via e-mail at [cafe@westaf.org](mailto:cafe@westaf.org).**

## **REQUIRED APPLICATION MATERIALS**

The application submission must include the information and materials described below all of which are required to constitute a complete application. **Please review carefully as incomplete applications will not be eligible for consideration and will not be reviewed.**

**1. Summary of Experience:** Submission shall include a brief summary of relevant past experience

**2. Résumé + References:** Submission shall include a current résumé that outlines your professional accomplishments as an artist. Please include at least 2 references of your professional work.

**3. Images of Past Work:** Submission shall include visual representations of past artwork that demonstrate your qualifications for this project. To be considered for this project, the applicant shall at least 6 digital images that represent a minimum of 3 completed projects; each image must include information about: a) location of work, b) year of completion and c) cost of work; if the image is of work created by an artist beside or in addition to yourself, include a clear statement about your actual role in the creation of the work.

**4. Descriptions of Past Work:** Submission shall include a list of the submitted project images with descriptions that clearly explain both the projects and images. Please indicate title, date, location, dimensions, significant materials, and budget if a public commission. If you were the member of a team, please indicate your role in the project.

### **FOR QUESTIONS ON THIS RFQ:**

Please contact Larry Laurent, Assistant to the City Manager, via email at [llorent@ci.capitola.ca.us](mailto:llorent@ci.capitola.ca.us) if you have questions about the project opportunity.

**FOR QUESTIONS ON CaFÉ™: Please contact CaFÉ™**