

# **CAPITOLA ART & CULTURAL COMMISSION**

## **MEETING AGENDA**

**Tuesday, April 8, 2014**

**6:30 p.m.**

**City Council Chambers**

### **Commission Members**

Michael Termini ~ Chair

Roy Johnson ~ Vice Chair

Nathan Cross

Joan Davisson

Stephanie Gelman

Laurie Hill

Kim Hogan

David Kraemer

Joyce Murphy

Linda Smith

Jenny Shelton

James Wallace

### **Staff Representatives**

Lisa Murphy &  
Kelly Barreto

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minute-March 11, 2014**
- 5. Approval of Planning Retreat Minutes March 23, 2014**
- 6. General Business-**
  - a. Art Council of S.C. Co. Presentation**
  - b. Sponsorship Update**
  - c. 41<sup>st</sup> Ave Unveiling Event (Verbal)**
  - d. Esplanade Park Public Art Project Update (Verbal)**
  - e. Art App Update (Verbal)**
- 7. Commissioner Reports-**
- 8. Staff Report-**
- 9. Oral Communications-**
- 10. Future Agenda Items- Capitola Book Café Art Donation, Event Staffing Sign-up.**
- 11. Adjournment to a Regular Schedule Meeting to be held on Tuesday, May 6, 2014 at 6:30 p.m. City Council Chambers.**

*Capitola City Hall is an accessible facility. All meetings are open to the public. Information is available by calling 475-7300.*

## Art and Culture Commission Minutes

March 11, 2014

1. Roll Call: Present: Termini, Cross, Davisson, Gelman, Hill, Hogan, Smith & Wallace, Absent: Johnson, Kraemer, Murphy, Shelton,
2. Approval of Agenda: Cross/Hogan
3. Oral Communications: Report on new museum exhibit.
4. Approval of Minutes – February 11, 2014: Motion/Second Smith/Davisson. Approved
5. Other Business
  - a. 2014 Event Planning Update: Commission discussion regarding 2014 events. Movie titles approved (Gelman/Hogan.) Discussion regarding contacting various businesses to secure sponsors. Commissioner Wallace reported that Natural Foundation will not sponsor this year. Commission Hogan reported that Slater Construction will not sponsor this year, but to contact them for 2015. Commissioner Hill offered to contact Bay Federal. Commission Gelman offered to contact Wells Fargo and Toyota. Staff reported that Earthworks and Whitlow will not sponsor for 2014. Staff reported on planning ideas for 30<sup>th</sup> birthday celebration. Commission approved fire dancers for last concert.
  - b. Art App-Commissioner reported on status of Art App. Plan to unveil at Open Streets event on May 4.
  - c. 41<sup>st</sup> Ave. Public Art Update: Chair Termini reported the footings for the 41st Ave. Public art pieces have been installed. Termini reported that research of lighting for pieces. Staff reported on the unveiling event planned at the Marriott Fairfield Inn during the week of April 28-May 2. Commission suggested staff research leaving some or all of the pieces covered until unveiling event.
  - d. Wharf Rd. Mural Extension-Staff reported on discussion with John Ton (the artist of the Wharf Rd. Mural) regarding the possibility of adding to the mural. Mr. Tons rough estimate of an extension is \$5000.
  - e. Esplanade Park Sculpture Project Update: Commissioner Cross reported on the status of the Esplanade Park Sculpture committee meeting. Committee members met recently and ultimately decided that a call to artist would be the best approach vs. hiring previously used sculpture artist Kim Chavez (Kiosk artist). Staff was asked to have Lisa M. contact committee members after (March 23 retreat) to recap process to move forward with this project.
  - f. Retreat Planning-March 23. Staff reported on plans for retreat. Reminded Commissioners of date/time of retreat. (March 23 1-4pm).
6. Commissioner Report – Cross: Suggested change in May monthly meeting date, due to conflicts for multiple Commissioner. Meeting date changed to May 6, 2014. Termini: Reported about changes to cross walks near Stockton and Esplanade. Commission Cross reported on status of Writing Project, including plans to meet with local school staff regarding the project.
7. Staff Report: Staff reported on 30th birthday celebration plans,
8. Communications: none
9. Future Agenda Items- Unveiling of 41<sup>st</sup> Ave Event, Sponsorship Update, Art App, Esplanade Park Sculpture, Santa Cruz Co.Art Council Presentation, ,
10. Adjournment to a regular schedule meeting to be held on Tuesday April 8, 2014 at 6:30 pm City Council Chambers: 7:31 pm

Capitola Arts Commission Retreat  
Sunday, March 23, 2014

The meeting began with a Pictionary/ Charades game that referenced past commission ideas.

Commissioners affirmed the goals (developed at last retreat):

The goals of the Arts Commission are to:

- Promote the idea that "art is good;"
- Support a good tension between process and product in public art;
- Promote Capitola as a culturally rich and fun destination for all ages;
- Attract tourism dollars;
- Help brand the city, with a feeling of a village or small community;
- Emphasize the importance of having a personal experience of Capitola;
- Create a dynamic interaction between art and people- explore the idea that "There is no beauty without someone seeing it;"
- Help people get along while having fun.

Commissioners reviewed the past list of projects, updated those completed or in progress, crossed off projects that weren't feasible, and added potential new projects to the list. A new straw poll was then conducted regarding priorities. A summary listing each project is on the following page.

Following the straw poll, the commission worked on action planning for the those projects with the highest number of votes. Action planning was divided into short and long term projects. The last six pages of this document are the six action plans that commissioners developed.

Short Term Projects (6 months)	
Priority 2014	
-	Recycling Containers/ Garbage Bins
-	Hanging Flower Baskets in village/ Stockton Bridge?
<input type="checkbox"/>	Sell sweatshirts & blankets at Art Commission events
<input type="checkbox"/>	Art & Music at the beach
In Progress	41 <sup>st</sup> Avenue sculptures
<input type="checkbox"/>	Childrens art at Annual Art & Wine Festival
2	Capitola Sign on Boat & Bait building
3	Fish Tank
2	Art at new bus stop at Depot Hill
In Progress	Writing contest

Medium Term Projects (6 months- 2 years)	
4	Seawall Sculptures
5	Plein Air Project
Future	Driftwood Sculptures : participatory event
7	Annual Performing Arts Center Event (symphony 1 <sup>st</sup> year) (future years: dance event, family concert)
Future	Symphony on the bandstand/ under the stars
5	Sculpture at Roundabout
1	Public Art at new Skate Park
<input type="checkbox"/>	Kiosks
-	Park Avenue Mural
-	Rispin Manion garden events
-	Stairs to Depot Hill (decorative tiles)
-	Decorative Street Lighting
<input type="checkbox"/>	Public Art Walk Brochure (completed as an App)
Future	Develop a volunteer program, "Friends of the Capitola Art Commission"

Long Term Projects (2 years +)	
Future	Jetty Sculptures
Future	Play ground at the beach esplanade with art theme (with splash park?)
Future	Town clock- near town center, upper village, esplanade park
In progress	Climbable structure/ art at existing park
Future	Sculpture Near Target/ maybe something on median
Future	Art Museum
1	Entry Arch over Bay Ave, 41 <sup>st</sup> , other entrances
Future	Hire staff person for commission
Future	Art at Jade Street Park

Very Long Term Projects	
Future	Carousel

## **ACTION PLANNING FOR PROJECT START-UP: Sculptures at Roundabout on Bay near Gayle's**

Define the ideal outcome: We would like to create art at the Roundabout near Gayle's Bakery that is visible, welcoming, and reflects the Capitola community. Our hope is that the art will make people feel better about the roundabout.

Who are the project's stakeholders?

Those who will be interested in the project include the city, the community, and the surrounding business owners, including Gayle's, the Gallery, the Grocery Store, the and the produce stand. The nearby Catholic Church and high school may also have an interest in the project.

What opposition might there be to this project, and how will we address it?

The opposition might be that the art is distracting, or that people don't like the art chosen. This will be mitigated through a thoughtful design process that allows room for public input.

Whose permission, if anyone's, do we need to get?

We will need the City Council's permission, and as part of that process the project will come up for public input.

Who do we want to lead this project, and who else do we want involved?

The sub-committee will include Roy, Kim & Joyce from the Arts Commission. The committee will also invite community members and business people, including possibly Gayle Ortiz from Gayle's Bakery.

What resources will we need to accomplish our goal?

- We will need 3-4 community members to join the sub-committee.
- This project will require a Call to Artists.
- We will need the 2% funding from the city. This project is the first time that funding will be used, so the city may need to be reminded of this funding.
- We will need public works involved in installation and lighting.

What steps need to be taken?

- Form subcommittee
- Approach Jamie to discuss the 2% funding, as well as to find out the design of the roundabout, any restrictions related to the art, and the project timeline
- Suggest that there be an Arts Commission representative involved in the roundabout planning process.

First step: Joyce will begin this process by speaking to Jamie before the April Arts Commission meeting. At the next meeting, a sub-committee meeting will be scheduled, and a specific list of other invitees to the committee will be developed.

## **ACTION PLANNING FOR PROJECT START-UP: Seawall Sculptures**

The ideal outcome: We will locate sculptures at the Entrance Ballards at each Seawall Beach Entrance. The theme would be marine animals, with the potential size comparable to the kiosk offer.

Who are the project's stakeholders?

Stakeholders will include the city, the Arts Commission, and local businesses, as well as the community at large.

What opposition might there be to this project, and how will we address it?

People may suggest that the area is getting too cluttered.

Whose permission, if anyone's, do we need to get?

The city Council and the department of Public Works will need to sign off on the project.

Who do we want to lead this project, and who else do we want involved?

This project will be led by a sub-committee of Arts Commission.

What resources will we need to accomplish our goal?

- Subcommittee
- Call to Artists
- Budget
- Public works to be involved in installation

What steps need to be taken?

- Discuss projects at Arts Commission.
- Create an ad-hoc committee.
- Send out call to artists.
- Select artist.
- Work with artist on making sure marine life is depicted.
- Work with public works around installation and any necessary maintenance.

## **ACTION PLANNING FOR PROJECT START-UP: Annual Winter Performing Arts Event**

The ideal outcome: We will hold an annual winter performing arts event at the New Brighton Auditorium. We will start with a performance of the Santa Cruz symphony.

Who are the project's stakeholders?

Stakeholders will include the community, school administration, the symphony, staffing (friends of the symphony), restaurants in Capitola, churches for overflow parking, and the police department.

What opposition might there be to this project, and how will we address it?

There may be opposition by neighbors worried about parking issues. We will address this through pre-planning for additional parking.

Whose permission, if anyone's, do we need to get?

We will need to get the school's permission, the Capitola Police department's for help with traffic, and the churches' permissions for overflow parking.

Who do we want to lead this project, and who else do we want involved?

The sub-committee in conjunction with Symphony personnel will collaboratively lead this project.

What resources will we need to accomplish our goal?

- Chairs
- Sound
- Lighting
- Volunteers, both in the building and for parking
- A \$500 arts commission budget.

What steps need to be taken?

- Form the sub-committee
- Mike to speak to New Brighton Middle School
- Stephanie to speak to conductor
- Plan refreshments or find a sponsor or non-profit organization
- Issue press releases

As a first step, Stephanie will speak with the symphony.

\*In the future, we may add an "Under the Stars" event, and possibly partner with the Santa Cruz Symphony in the future as well.

## **ACTION PLANNING FOR PROJECT START-UP: Fish Tank on the Wharf**

Define the ideal outcome: Within a year, we will create an attractive, functional tank for native salt-water species of fish. It will be both cultural and educational, and provide a fun activity for kids and adults on the wharf.

Who are the project's stakeholders?

Stakeholders for the project may include: Long Marine Lab, Frank at Capitola Boat & Bait, the City of Capitola, Fish & Game, Save Our Shores, and children's organizations such as Capitola Junior Guards.

What opposition might there be to this project, and how will we address it?

The biggest opposition may come from the Fish & Game department, whose restrictions may have prevented Frank from putting back the fish tank in the past.

Whose permission, if anyone's, do we need to get?

We will need the city's permission, Fish & Game, and also Frank's permission.

Who do we want to lead this project, and whom else do we want involved?

Roy will lead the subcommittee by beginning some of the necessary conversations. The subcommittee will also include Nathan, James and Lori.

What resources will we need to accomplish our goal?

- Subcommittee
- Information and Partnership from Long Marine Lab
- Tank
- Fish
- Plan for on-going tank maintenance
- Signage and educational information

What steps need to be taken?

- Meet with Frank
- Meet with representatives from Long Marine Lab
- Speak with the City Public Works people

As first steps, Roy will begin speak to Frank & Long Marine Lab before the next meeting. In addition, Mike will talk with public works to find out if they did anything in the past related to the tank. Also, Mike will talk with Lori, his neighbor who volunteers for the Monterey Bay Aquarium, to find out her ideas about fish and tanks.



**ACTION PLANNING FOR PROJECT START-UP:  
Capitola Sign for side or roof of Fish & Bait store**

Define the ideal outcome: We will create a visible, inviting, informative sign, perhaps with historical lettering and art to capture the spirit of Capitola.

Who are the project's stakeholders? City, Lessees (including Frank), East Cliff Neighbors

What opposition might there be to this project, and how will we address it?  
East cliff neighbors may be concerned it affects their view  
The owner of Boat & Bait may want influence about the content of the sign- would he instead want advertising?

Whose permission, if anyone's, do we need to get?  
City  
Boat & Bait store/ building owners

Who do we want to lead this project, and who else do we want involved?  
Laurie & Nathan, along with a Arts Commission sub-committee

What resources will we need to accomplish our goal?

- Call to artists
- Materials
- Preparation of the Surface
- Cost estimate
- Notice to properties (& neighbors?)
- Information on historic lettering (Frank Perry)

What steps need to be taken?

- Speak to Frank Ehle @ Boat & Bait shop
- Speak to Frank Perry @ Museum
- Speak to Public Works regarding the building, what they know about roof

## **ACTION PLANNING FOR PROJECT START-UP: Plein Air Event**

Define the ideal outcome: We will create a live event, with various artists painting throughout the city. We would like to encourage community participation, including children. We would have up to 40 artists at 5-6 locations. People could view the artists in process, then possibly purchase the art work. The idea would be for residents to be able to see how artists work. Potentially this could be held in October, or 2 weeks before the first Art & Music event at the beach so that artists could sell their pieces?)

Who are the project's stakeholders?

Artists  
Children  
Village businesses  
Community at large

What opposition might there be to this project, and how will we address it?

Businesses in the village might be concerned about impact to their businesses. Homeowners at Depot Hill may worry about parking (could have shuttles?) There may be liability issues that could affect the city.

Whose permission, if anyone's, do we need to get?

City council, possibly public works, Lisa Murphy

Who do we want to lead this project, and who else do we want involved?

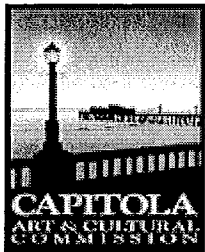
The project will be led by a subcommittee of the Arts Commission. Additionally, we'll involve the Watsonville group as a resource, Begonia Art Festival art committee as a resource for the kids' project, sponsors for materials, public works, and art organizations (plein air, the tannery, the arts council, school art programs.) We'd like to include resident(s) to be on the committee.

What resources will we need to accomplish our goal?

- Advertising budget
- Facilities for artists?
- Connections to arts organizations
- Supplies for kids' art (easels, etc.)
- Promotions materials
- Walkie-talkies
- Volunteers (at each location, and to assist with kids' art)

What steps need to be taken?

- Form 2 subcommittees (1 for kids art, 1 for event)
- Select a date (and perhaps alternate in case of inclement weather?)
- Look into advertising
- Recruit volunteers
- Engage arts organizations & schools as partners in the project
- Determine length of event (3 day? 2 day?)
- Consider having a theme
- Determine 4-5 sites
- Establish a place to view finished art work
- Do outreach to help people understand what a plein air event is
- Schedule music for that day?



# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF APRIL 8, 2014

FROM: Kelly Barreto  
DATE: April 4, 2014  
SUBJECT: 2014 Sponsorship Update

---

**Recommended Action:** Receive update regarding 2014 Sponsorship Status.

---

### **BACKGROUND**

The Art and Cultural Commission organizes several events each year which require sponsorships; 12 Twilight Concerts, 6 Art & Music at the Beach and 3 Movies at the Beach. These events are completed funded through sponsorship. Commissioner staffing of these events will occur in May. Art and Music at the Beach is coordinated and staffed by Leslie Fellows and does not require volunteers.

In addition, the Commission also organizes children's art activities for the Begonia Festival and the Art & Wine Festival. For 2014 the Art and Wine Festival has secured Children's Art Event coordinator and staffing. The Begonia Festival Children's Art Event will require Art & Cultural Commissioners to volunteer to organize and staff this event on September 1 from 11am-2pm.

- Twilight Concerts: 12 concerts- 9 sponsors secured (Need 3 sponsors)
- Movies at the Beach: 3 movies-sponsorship complete
- Art and Music at the Beach-sponsorship complete

### **FISCAL IMPACT**

No fiscal impact.

### **ATTACHMENT**

Current Band/Sponsorship List

**Report Prepared By:** Staff Kelly Barreto

## 2014 Twilight Concert Sponsorship

Date	Band	Type of Music	Potential Sponsors
June 11	Big City Review	Top Hits	Paradise Beach Grille
June 18	Pounders	Rock, Punk & Hip-Hop	Britannia Arms
June 25	Shane Dwight	Blues	Lanai Financial Solutions- Christine McBroom
July 2	Samba Da	Salsa/reggae	Zelda's
July 9	Joint Chiefs	Soul	Union Bank of California
July 16	Beach Cowboys	Rock	Devcon Construction, Inc.
July 23	Mark Russo & the Classy Cats	Big Band/Jazz	
July 30	Extra Large	Funky/ Rock	Gayle's Bakery & Rosticceria
August 6	Tsunami	Rock	
August 13	Brad Wilson	Blues/Rock	
August 20	Mambo Tropical	Latin	Marriott Fairfield Inn
August 27	Digbeats	Rock	Stockton Bridge Grille

## Movies at the Beach

Date	Title	Sponsor
Friday, August 22	Willy Wonka & Chocolate Factory	Pizza My Heart
Friday, September 5	Wall-E	Pizza My Heart
Friday, September 12	Avengers	Pizza My Heart

## Sunday Art and Music at the Beach

Artist Booths: 11am-5pm & Live Music 2-4pm

Date	Band	Type of Music	Sponsor
June 15	Samba Cruz		Greenwaste, Inc.
June 29	Harping Jonny and the Unpaid Bills		Greenwaste, Inc.
July 6	Singing Wood		Greenwaste, Inc.
July 20	Ron Kaplan		Greenwaste, Inc.
August 3	Laurent Fourgo		Greenwaste, Inc.
August 17	Jazzy Hawaiian		Greenwaste, Inc.