



CITY OF SANTA BARBARA
REGULAR MONTHLY MEETING
SANTA BARBARA ARTS AND CRAFTS SHOW
ADVISORY COMMITTEE

Tuesday, November 11, 2014

Louise Lowry Davis Center
1232 De La Vina Street

Screen New Members: 6:30 – 7:00 p.m.
Regular Meeting: 7:00 - 9:00 p.m.

Draft Meeting Minutes

CALL TO ORDER 6:30pm

SCREEN NEW MEMBERS

ROLL CALL

Committee

Tony Longo - Arts - Present
John Rindlaub – Arts - Present
Marilyn Dannehower – Crafts - Present
Kevin Loughran – Crafts - Present

Staff

Jason Bryan - Senior Recreation Supervisor
Xochitl Camarena – Recreation Specialist
Parks & Recreation Commission Liaison
Chris Casebeer

1st Alternate Members- Open

Member At Large - Open

2nd Alternate Members - Open

CHANGES TO AGENDA

After screening the regular meeting resumed at 7:12pm.

PUBLIC COMMENT

Cristy Hamilton addressed the Advisory Committee regarding the Arts & Crafts show webpage. Rebecca Plum addressed the Advisory Committee regarding how the show's membership list will be included on the webpage.

CONSENT CALENDAR

1. Approval of Minutes of the October 14, 2014 Meeting – For Action (attachment)
Motioned Seconded and Carried unanimously to accept the meeting minutes of the October 14, 2014 meeting.
2. Statistics Report – For Information (attachment)
Jason Bryan presented the statistics report.

OLD BUSINESS

1. Advertising– For Action
Review Advertising Report (attachment)

Mr. Bryan presented the advertisement report and stated that he conducted research based on advertisement suggestions presented at the October meeting. Tony Longo also conducted research for advertising in the Independent. Mr. Bryan stated that the Independent would be the most appropriate newspaper to advertise for the Arts and Crafts show.

Mr. Longo made a recommendation to have a monthly ad in the Independent and suggested having an ad released prior to holiday weekends.

Mr. Bryan stated that the show has over \$14,000 in the advertising budget because money has been accumulated for a few years but an average annual advertising budget is approximately \$4,000. Mr. Bryan stated that Marketing Coordinator, Summers Case, will attend next month's meeting.

Cristy Hamilton presented a written video production proposal and stated that the 1st video would have an introduction of the show and very short animation. The 2nd video would feature artists at their booth. Ms. Dannehower would like to know what the final production would look like. Ms. Hamilton stated that the 30 second script can be extended to a 45 second video and that she is trying to submit a story of the Arts & Crafts Show. Ms. Hamilton feels that the show can electronically submit a press release and will have two videos to present to the Advisory Committee at next month's meeting.

Mr. Bryan would like to see a short example from Ms. Hamilton before making a decision and would like Summers Case to review the videos.

Ms. Dannehower stated that advertising in the Independent, signs along Cabrillo Blvd., bumper stickers and Cristy Hamilton's video would cost approximately \$9,000.

Ms. Dannehower, Mr. Longo and Kevin Loughran do not support with advertising in Living Local.

Jeff Kennedy addressed the Advisory Committee and stated that if the show proceeds with advertising in the Independent he would like the show to be featured towards the front of the newspaper not in the back. Mr. Kennedy would like the Arts and Crafts show to be placed on the waiting list for the Waterfront Shuttle. Mr. Kennedy recommended using Pumpflex as an advertising option and stated that Pumpflex is very successful and a cheap way to advertise. Mr. Kennedy made a recommendation to include the words "Santa Barbara" as a way for internet search engines to find out about the show.

Trisha Dalziel will be submitting calendar events to the Independent newspaper and believes that City TV would be a valuable advertising source for the price. Ms. Heising does not think window decals will be an effective source to advertise.

Mr. Longo stated he would like to see the word "Sunday" included on the proposed signs along Cabrillo Boulevard.

Ms. Dannehower stated that City TV could be added on top of the four advertising options agreed by the Advisory Committee.

Motioned Seconded and Carried unanimously to approve \$4,000 for Independent advertising, \$511 for bumper stickers, \$2,400-3,000 for signs, \$1,500 Cristy Hamilton and possibly \$500 for the City TV ad.

2. Hand-produced items and reproductions –For Discussion
Change rule B.6 from

Reproductions: Offset lithography and Polaroid processes are not permitted in the show. Serigraphs using photo silk-screens must be developed and printed by the individual artist. Hand-colored Polaroid photographs are allowed. For the purposes of the show, if there is an original from which a work is photographically or photo-mechanically copied, the resulting work is a reproduction and is not permitted. A work may not be a copy of another artwork unless the resulting work has been substantially altered to create a totally new design or effect. 4/2010

to:

Reproductions: Offset lithography and Polaroid processes are not permitted in the show. Serigraphs using photo silk-screens must be developed and printed by the individual artist. Hand-colored Polaroid photographs are allowed. Any artist that takes a digital photo or scans their original art with their own equipment can print on their own professional printers on paper, canvas or any other medium and can sell prints at the show, after registering their artwork from which the reproduction will be derived with the arts and crafts show office.

Ms. Dannehower read a prepared statement regarding reproductions and would like the Advisory Committee to slow down the process on the potential rule change. She does not believe that everyone has been educated on what the ramifications would be.

John Rindlaub stated that it would be fair to allow artists to reproduce their artwork.

Motioned Seconded and Carried with Tony Longo objecting to move this item to next month's agenda.

3. Bridge replacement project –For Discussion
Public Works has announced that construction will begin between Cabrillo and State Street; they will begin to work on Rusty's Pizza parlor and not work on Sundays.

Mr. Bryan states that the Arts section members can move into the crafts section but crafts members cannot move into arts section with functional items. Mr. Bryan stated that all show members will compete in future space assignments based on seniority and attendance.

Motioned Seconded and Carried unanimously to extend the meeting until 9:15pm.

4. Review potential rule for adding Saturday shows after a weather day Sunday – For Discussion

“In the event that any Sunday is declared a weather day the following Saturday will be a makeup show date held under the same rules as a holiday show as long as the city does not have conflicting scheduled events.”

Motioned Seconded and Carried Unanimously to move Old Business item 3 for discussion to next month's meeting.

NEW BUSINESS

1. Discuss penalties for plagiarism –For Discussion

Mr. Bryan stated that he spoke to management regarding the plagiarism incident and that based on our rules and regulations the 1st offense is a warning except for a few very specific situations. Mr. Bryan stated that only a warning could have been given as a first offense, however, the Advisory Committee could make recommendations to add a rule regarding plagiarism. Mr. Bryan announced that Ms. Kate Canon has resigned from the show.

Ms. Dannehower read B.2 and stated that language could be added to the rule regarding plagiarism.

Ms. Heising stated that B.2 is a great rule and that the show needs to throw show members out for plagiarizing other artists work and not be invited back to the show.

Mr. Kennedy addressed the Advisory Committee asking to get to the heart of developing a rule regarding plagiarism and developing the grounds for getting kicked out of the show.

STAFF REPORTS

1. Special Events
Special Saturday Show – Saturday, November 29th
2. General Correspondence
Michelle Van Fleet's violation results letter.
Cristy Hamilton's proposal presented at the 10-14-14 meeting.
Tony Longo's email attachment regarding potential rule changes to B.6, B.9 and weather days.
Jeff Kennedy's email regarding rule B.6.
Lyn Gianni's email regarding allowing prints at the show.
Aundrea Tavvakoly's email regarding copyright infringement.
Tony Longo's response to Aundrea's email.
Lyn Gianni's email regarding copyright incident.
Tony Longo and Lyn Gianni's email regarding copyright incident.
Kate Canon's email regarding violation.
3. Citations, Complaints and Incidents
Review Kate Canon's violation regarding reproduction of art. – For Discussion
Ms. Cannon has resigned from the Arts and Crafts show.

AGENDA ITEMS FOR NEXT MEETING

Review the procedure for Arts section members to participate in space assignment meetings during construction.

Review the procedure to vote for a new Advisory Committee chair.

ADJOURNMENT 9:15pm

REPORTS: Copies of documents relating to agenda items are available for review at the Santa Barbara Arts and Crafts Show Office, 100 East Carrillo Street, during normal business hours. Please note that emailed meeting packets may not include some exhibits. Materials related to an item on this agenda submitted to the Santa Barbara Arts and Crafts Show Advisory Committee after distribution of the agenda packet is available for public inspection in the Santa Barbara Arts and Crafts Show Office located at 100 East Carrillo Street, during normal business hours.

**Santa Barbara Arts & Crafts Show
Artist Screening List Results
November 11, 2014**

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Landreau	Margaret	Crafts	Addition	Herbal Bath Tea Bags & Solid Lotion Bars	No Show	
Plevak	Julie	Arts	New	Photography & Mixed Media w/ Photography	4-0	
Pluhar	Jim	Crafts	Addition	Horseshoe nail pendant & leather bracelet	4-0	
Zacapa	Gloria	Crafts	New	Hair bows & Headbands	1-3	Assemblage not enough work from the artist. Tony Longo approved, other three Advisory Committee members did not.