



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

Tuesday, September 8, 2015

Louise Lowry Davis Center
1232 De La Vina Street

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

Meeting Minutes

CALL TO ORDER 6:09pm

ROLL CALL

SCREEN NEW MEMBERS

Committee

Ed Schmitz - Arts- Present
Jim Hockin - Arts- Present
Marilyn Dannehower - Crafts - Present
Rebecca Plum – Crafts - Present

Staff

Jason Bryan - Senior Recreation Supervisor
Xochitl Camarena – Recreation Specialist
Parks & Recreation Commission Liaison
LeeAnne French - Present

1st Alternate Members

Charlotte Barnard – Crafts - Present

2nd Alternate Members - Open

Member At Large - Open

CHANGES TO AGENDA

None

PUBLIC COMMENT

None

CONSENT CALENDAR

- 1. Approval of Minutes of the August 11, 2015 Meeting - For Action (attachment)**
Motioned Seconded and Carried unanimously to approve the August 11, 2015 Meeting Minutes.
- 2. Statistics Report – For Information (attachment)**
Jason Bryan presented the statistics report.

OLD BUSINESS

- 1. Review the space claiming rule (H.1) as it relates to how spaces are claimed at 6:00am if show members are present before that time. – For Discussion**
Jim Hockin presented a prepared statement regarding H.1. (Attachment)
Mr. Hockin stated that the idea of the rule change is to have the first person to claim a space obtain the space. Mr. Hockin stated that the intention is to provide a way to reserve a space with the permit prior to 6am.

Mr. Bryan stated that from a management perspective the new rule should include a limit as to how early people can claim a space and stated that the park and parking (both on-street and the waterfront lots) are closed until 6:00am.

Ed Schmitz suggested keeping the 6:00am time reference, if no person is allowed to park at a public park until 6:00am.

Rebecca Plum suggested changing the rule to 5:45am.

Mr. Schmitz suggested not changing rules regarding topics the show does not have jurisdiction over until 6am.

Mr. Bryan asked that any potential rule suggestion state that the first person who intends to claim a space remain present until 6:00am, when setup can begin.

Helen Heising suggested changing the following sentence in Mr. Hockin's prepared statement "An available space may be reserved prior to 6:00am by the first member to display a valid permit at that space and who clearly remains present at that space at 6:00am" to "An available space may be reserved prior to 6am by the first member to display a valid permit at that space and who clearly remains present at that space continuously until 6am."

Ms. Heising would like clarification on whether show members can be inside of their parked vehicle after laying their permit on an open space to claim a space, or whether they would be required to remain sitting or standing on the sidewalk in front of the space claimed.

Ms. Heising stated that the following sentence in Mr. Hockin's prepared statement constituted a major rule change, and would have a huge impact on the culture of the show: "At 10:00am spaces are considered available if not occupied by a member present with a valid permit displayed." She stated that according to the current rules, a member is not required to be physically present in their space at 10am, and that a permit being displayed was enough to reserve the space until the member arrives to set up and sell.

Ms. Dannehower changed the following sentence from "At 10:00am spaces are considered available if not occupied by a member present with a valid permit displayed." to "At 10:00am spaces are considered available if no member is set up, present, or has not displayed a valid permit."

Mr. Schmitz stated that it does not make sense to have spaces for people that only want attendance.

Charlotte Barnard stated that we are creating more problems with creating these rules and that it is counterproductive; the more rules the show begins to implement the more people use the rules for their benefit, not for the show.

LeeAnne French stated that if tables are placed, the intent to set up is obvious.

Ms. Dannehower suggested the following rule change "An available space may be reserved prior to 6:00am by the first member to display a valid permit at that space and who clearly remains present continuously until 6:00am."

Old Business Item 1 will be continued at next month's meeting.

2. Advertising Report

- a. **Consider participating in the K-Lite holiday radio promotion for \$1,000 for two weeks or \$2,000 for four weeks – For Action**

Mr. Bryan presented the K-Lite holiday radio promotion. Ms. Dannehower suggested inquiring about better pricing.

- b. **Quotes for window cling decals and stickers have been obtained. Staff is requesting that board choose one option, so staff can move forward. This expenditure was previously authorized. – For Action**

Mr. Bryan suggested purchasing static cling vinyl stickers: 2000 weather proof vinyl labels (4X4 inches) for \$500.

Motioned Seconded and Carried unanimously to approve the vinyl stickers.

- c. **Consider purchasing a paid ad on the on the Chamber of Commerce “flat map”. – For Action**

Mr. Bryan presented the Chamber of Commerce’s Flat Map rates.

Motioned Seconded and Carried unanimously to approve the 2 inch by 1 ½ inch Flat Map advertisement.

- d. **Review draft sign designs and select one or make changes for the signs requested on Cabrillo Blvd. – For Action**

Motioned Seconded and Carried unanimously to approve the draft sign.

- e. **Receive information on the cost to participate in the State Street Flag Program – For Information**

Mr. Bryan presented the information from Downtown Organization regarding the State Street Flag Program. The Committee agreed with staff that the cost of the program is too high for the Show to participate in.

- f. **Review performance of social networking efforts and websites. – For Discussion**

Mr. Bryan stated that the Arts & Crafts Show’s Facebook page has had more postings about current show members and suggested show members share content with their own contacts.

3. **Review language on B.5 for screenings – For Discussion**

Mr. Hockin presented a prepared statement. (Attachment)

Motioned Seconded and Carried unanimously to continue this item at next month’s meeting.

4. **Updates Bridge Replacement Project –For Discussion**

Mr. Bryan reported that the show will be losing spaces 1 to 74 in the Arts section in October. Banners have been approved to be displayed on the construction fencing on show dates.

5. **Discuss the possibility of re-mapping the Crafts section so all spaces are 15 feet wide – For Discussion**

Mr. Bryan and Ms. Plum will meet and create a draft map of what the remapping will look like.

NEW BUSINESS

1. **Election Results - For Information**

Mr. Bryan presented the election results and welcomed Mr. Schmitz to the Advisory Committee.

3. **Vote for new Advisory Committee Chair - For Action**

Mr. Bryan suggested that the Advisory Committee vote for a new Committee Chair every six months.

Motioned Seconded and Carried unanimously to have Marilyn Dannehower continue as the Committee Chair until December 2015.

