



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

**Tuesday, February 9, 2016**

**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.**

**Meeting Minutes**

**CALL TO ORDER: 6:30pm**

**ROLL CALL**

**Committee**

Ed Schmitz - Arts (Chair) - Present  
Jim Hockin - Arts – Present  
Marilyn Dannehower - Crafts - Present  
Charlotte Barnard – Crafts - Present

**Staff**

Jason Bryan - Senior Recreation Supervisor  
- Present  
**Parks & Recreation Commission Liaison**  
LeeAnne French – Not Present

**1<sup>st</sup> Alternate Members - Open**

**Member At Large - Open**

**2<sup>nd</sup> Alternate Members - Open**

**SCREEN NEW MEMBERS**

**CHANGES TO AGENDA - None**

**PUBLIC COMMENT**

Jeff Kennedy stated he would like to have something settled tonight regarding dual permits that would allow arts section members to move into the crafts section without the requirement of half the items being functional. Staff informed Mr. Kennedy and the Advisory Committee this item could not be discussed because it was not on the agenda.

Clair Webber presented a printed statement on the Coin Flip Rule recommending that show members be allowed to claim spaces prior to 6:00am.

**CONSENT CALENDAR**

- 1. Approval of Minutes of the January 12, 2016 Meeting - (Attachment)**  
Motioned, seconded and carried unanimously to approve the minutes of the January 12, 2016 meeting.
- 2. Statistics Report (Attachment)**  
Jason Bryan presented the statics report.

## **OLD BUSINESS**

### **1. Discuss the possibility of establishing a Saturday space assignment**

Marilyn Dannehower stated that she wanted to see a single set of rules for Saturday shows.

Ed Schmitz was concerned about people lying about coin flips and otherwise bullying people to obtain a desired space; establishing a space assignment system would prevent manipulations of these types.

Clair Webber re-stated that she did not feel we needed to establish Saturday space assignment system.

The committee would like the draft rule changes to be place on next month's agenda as a discussion item and potentially as an action item the following meeting.

Clair Webber stated that she preferred the non-structured format of the current Saturday system. Ms. Webber stated the proposed system would not give the same opportunity for good spaces to new members or members with poor attendance.

Eric Whitney cautioned that creating new rules does not always address dishonest actions by a minority of members.

Charlotte Barnard wanted to ensure there are copies of agendas and minutes in the monitor binders for members who don't use email.

### **2. Advertising Report**

#### **a. Advertising Fund Report**

Jason Bryan presented an updated advertising fund report to the committee.

#### **b. Update on Cabrillo Boulevard Signs**

Jason Bryan reported that the Parks and Recreation Department is continuing to work with a consultant on the department-wide sign project and a report is not yet available to present regarding permanent signs for the Arts and Crafts Show. Mr. Bryan stated that the temporary construction signs are being printed and additional signs have been approved with arrows facing left to use when the sidewalk is open.

#### **c. Visit Santa Barbara website update and statistics**

Jason Bryan provided information on how many hits the Visit Santa Barbara Arts and Crafts Show page received. Mr. Bryan also reported that Visit Santa Barbara will be performing a major update to their website and information on the show has already been submitted for that update.

Charlotte Barnard suggested that the show consider participating in I Madonnari as a way to promote the show to visitors. Ms. Barnard suggested reaching out to members to see if someone would be willing to paint the chalk art with the show's advertising fund paying the approximate \$600 fee.

### **3. Bridge Replacement Project Updates**

Jason Bryan stated that he received details from Public Works that work is commencing on the south side of Cabrillo Boulevard on underground utilities and that construction fencing has been erected on either side of the creek. Show members can continue to use spaces outside the construction fencing, when available, but there will not be on-street parking for drop-off and pick-up in the construction area.

## **NEW BUSINESS**

**1. Discuss using the advertising fund to create promotions to help during the bridge construction period.**

Charlotte Barnard suggested the News Press and Sentinel for additional print advertising. After discussion, staff was asked to research advertising prices for the Sentinel.

Ed Schmitz wanted staff to research how to get signs on State Street in the La Entrada construction area. Mr. Schmitz suggested a "sign twirler" and parking a truck in the neighborhood with a sign on show days as a way to increase visibility.

An artist-produced poster was suggested to place in Funk Zone businesses and other locations.

Eric Whitney suggested that the show consider advertising on bike trailers and/or pedicabs.

Clair Webber suggested that the committee not to spend all the advertisement fund surplus through the construction period. Ms. Webber stated that saving funds for a big push after construction is over may have better results for show members.

## **STAFF REPORTS**

**1. General Correspondence**

- a. Email from David Sugich regarding space claiming rules
- b. Email from Jim Koorey regarding space claiming rules
- c. Email from Judie McLaughlin regarding parking citation
- d. Email from Lyn Gianni regarding arts award press release

The Advisory Committee received correspondence, but declined further discussion.

## **ITEMS FOR MARCH 8, 2016 MEETING**

Marilyn Dannehower suggested taking another attempt to discuss the flip rule and potentially allow space claiming prior to 6:00am.

**ADJOURNMENT 8:42pm**

**Santa Barbara Arts & Crafts Show  
Artist Screening Results  
February 9, 2016**

<b>Last</b>	<b>First</b>	<b>Section</b>	<b>New Addition Rejoin</b>	<b>Description</b>	<b>Decision</b>	<b>Cautions</b>
Barnard	Charlotte	Crafts	Addition	Fused Glass	3-0 w/ Charlotte Abstaining	none
Bennett	Skyler	Crafts	New	Photography		Postponed to March meeting
Chalfin	Adria	Crafts	New	Oil Blended Perfumes and Ceramic Pendants	4-0	The perfume distiller can be displayed but not used/heated at the show, "Santa Barbara" cannot be inscribed on the pendants
Grandfield	Amanda	Arts	Addition /Clarification	Landmarks where words are prominent	1-3 w/ Ed Schmitz voting for approval	It was determined that words (the Hollywood Sign) were the dominant feature of the piece in violation of rule B.11
Gones	Alanna	Crafts	New	Pottery	4-0	none
Holeckora	Šarka	Crafts	New	Photography	4-0	none
Jacobs	Kathy	Crafts	New	Dried flora and fauna used in jewelry and other items	0-4	It was determined that dried flowers were the focal point in violation of rule B.18 and the remainder was assemblage in violation of rule B.12