



CITY OF SANTA BARBARA

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

Tuesday, March 8, 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 – 6:33 pm

Motioned, Seconded and Carried unanimously for Charlotte Barnard serve as the interim chair until Ed Schmitz arrives.

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, Present

1st Alternate Members - Open

2nd Alternate Members - Open

Member At Large - Open

SCREEN NEW MEMBERS

CHANGES TO AGENDA

None

PUBLIC COMMENT

Megan Leal commented that she felt that it was unfair that spaces are not uniformly sized; Ms. Leal suggested that members be charged different amounts based on the size of the space they are assigned.

Charlotte Barnard read a statement submitted Jim Koorey on unifying the show by eliminating the separate Arts and Crafts sections.

CONSENT CALENDAR

1. Approval of Minutes of the February 9, 2016 Meeting - For Action

Correct the spelling of Claire Weber's name in several areas, and change public comment to indicate that "Claire Weber presented a printed statement regarding proposed changes to rule H.1".

Change Items for March 8th meeting from "Marilyn Dannehower suggested taking another attempt to discuss the flip rule and potentially allow space claiming prior to 6:00 am." to "Marilyn Dannehower suggested an item to discuss the coin flip rule."

Motioned, Seconded and Carried to approve the minutes of the February 9 meeting with the above changes.

2. Statistics Report – For Information

Jason presented the statistics report. Ed Schmitz would like to know how many of the members who left the show are fine artists assigned to the crafts section during the bridge project. Staff will research and report on this question at the next meeting.

OLD BUSINESS

1. Discuss the possibility of establishing a Saturday space assignment system - For Discussion

Ed Schmitz questioned the proposed G.2 rule as to why it was not requiring attendance to be taken on rain make-up days. Jason Bryan responded that the rationale for excluding attendance on rain make-up Saturdays is because show members could not plan in advance for those days.

Charlotte Barnard shared that she heard from several Crafts section members who were opposed to establishing a Saturday space assignment system and suggested a vote be taken from the entire membership prior to establishing a new system. Ed Schmitz commented that he does not feel this item requires a formal vote, but it may be beneficial to query more show members. Staff was concerned that an informal vote may not be decisive or helpful. Mr. Schmitz stated that he heard from more Crafts members who supported the rule change than opposed it.

David Draeger stated that he and Pamela Newman heard from many members who no longer attend Saturday shows due to the acrimony. Mr. Draeger welcomes a system that would establish more order and an assignment system could vastly increase participation.

Mark Visbal stated the proposed Saturday assignment system is good, but did not feel the proposed system was fair to new people due to the advantage of seniority. Mr. Visbal felt that attendance should be taken for Saturday shows before establishing the initial Saturday space assignment list. Megan Leal agreed with Mr. Visbal's suggestion for taking Saturday attendance prior the first assignment meeting.

Eric Whitney suggested taking a vote of the entire membership to determine if there is support for a Saturday space assignment meeting. Mr. Whitney stated there have been meetings where more opposition than support was expressed from members on this topic.

Several people questioned how the initial space assignment meeting would be held; staff responded that proposal was for the initial meeting to be based on Sunday attendance for the previous 6 months David Draeger and Eric Whitney suggested basing the initial meeting on Saturday attendance as opposed to Sunday attendance.

Helen Heising stated that many members have felt bullied out of Saturday shows.

Marilyn Dannehower stated that she recognizes the efforts that regular Saturday members have given, but felt the proposed draft is a fair approach to establishing a new system.

Motioned, Seconded and Carried to place this item as an action item on the April agenda with the current draft language with Charlotte Barnard objecting.

2. Advertising Report

a. Advertising Fund Report – For Discussion

Jason Bryan presented the advertising fund report.

b. Update on Cabrillo Boulevard Signs – For Discussion

Jason Bryan stated that there was nothing new to report on this item and that this item will remain on the agenda until a report is available. Jim Hockin asked if the committee could send a letter recommending to expedite this item. Ed Schmitz responded that he felt the City is proceeding on this matter. Charlotte Barnard stated that the City has heard from members about their interest in permanent signage.

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

a. Consider an ad campaign in the Sentinel (rate sheet attached) –

Jason Bryan presented the information on the rate sheet from the Sentinel. Charlotte Barnard supported advertising in the Sentinel. Marilyn Dannehower recommended advertising monthly in the Sentinel at the 1/8 page rate. Ed Schmitz is opposed to any print advertising suggesting re-instating rack cards in hotels as a more effective plan. Jim Hockin felt the rack cards were not effective because they were not in prominent hotel locations.

Pamela Newman recommended advertising in the NewPress Scene as opposed to the Independent. Mark Visbal stated that his target audience is from out of town. Eric Whitney recalled advertising discussions from past years and that he felt it was a good decision to advertise in the Independent. Mr. Whitney agrees that the Sentinel seems to be a good fit for the show and suggested proceeding with that expense as well. Claire Weber commented on the Independent ad and felt the President's Day had a good showing, in part due to the ad. Ms. Webber suggested targeting print ads for holiday shows.

This item will be continued next month

Motioned, Seconded and Carried unanimously to form an ad-hoc committee to discuss advertising for the show.

b. Consider an ad campaign with Santa Barbara Pedicab – For Action

After reviewing the rates, the committee unanimously voted to drop the Pedicab option from consideration.

c. Consider participating in I Madonnari to promote the show – For Action

Jason Bryan presented pricing and indicated that Joshua Niedermeier was the only member interested in participating if this item is approved. Jim Hockin was opposed participating in I Madonnari because he felt it would not be an effective use of advertising funds. Ed Schmitz also felt it was not a good fit for the show. Marilyn Dannehower thought this event would be more of a public relations goal than advertising potential. Mark Visbal commented that this opportunity did not appear to relate to marketing the show.

Motioned, Seconded and Carried unanimously not to participate in I Madonnari.

d. Receive a report on sign regulation related to parked vehicles and moving signs – For Information

Jason Bryan reported on sign regulations stating that signs on parked vehicles are not legal within the City limits, but 'sign twirlers' pedi-cabs and other non-stationary signs are generally not prohibited.

e. Temporary construction signs – For Discussion

Jason Bryan presented information on the new vinyl signs that will be placed on construction fencing in addition to the A-frame signs used at the head of the show. The committee requested additional signs, but Jason responded that the quantity of signs was specifically approved by the sign committee.

4. Bridge Replacement Project Updates – For Discussion

Jason Bryan reported that Public Works is continuing their progress on the bridge replacement project and that the timeline is on target with their initial presentation of an 18 to 24 month impact to the show. Mr. Bryan reported that a second, unrelated, project is impacting the Arts section of the show where Public Works is performing work on the sewer system. The sewer slip lining project created some problems with odor, above ground hoses and pipes and a fenced-off staging area at the east side of the Chase Palm Park parking lot. Staff requested that the staging area be condensed if possible and for support vehicles to park away from the turf to minimize the impact to the show. The sewer project is projected to continue through mid-March.

NEW BUSINESS

1. Consider modifying the dual member rules to eliminate the requirement for approximately half of items be functional when setting up in the Crafts Section – For Discussion

Jason Bryan stated that dual-section rules have not been suspended during the bridge project. Committee members felt the current dual-section rules are fair and do not need further discussion with the exception of Charlotte Barnard who suggested that dual crafts members be allowed to display 50% of their items as function crafts items when showing in the arts section.

2. Consider modifying rule H.1 to allow spaces to be claimed prior to 6:00am. – For Discussion

Marilyn Dannehower presented a statement regarding the coin-flip rule. Ed Schmitz stated that the current coin flip rule is very important in the absence of a Saturday space assignment system.

STAFF REPORTS

1. General Correspondence – For Discussion

- a. "Show Unification" letter from Jim Koorey
- b. "Ditch the Flip" letter from Jim Koorey
- c. Email from Jeff Kennedy regarding signs
- d. Email from Jeff Kennedy regarding dual permit members
- e. Email from Jeff Kennedy regarding sewer issue

ITEMS FOR APRIL 12, 2016 MEETING

Receive a report from the advertising ad-hoc committee.

ADJOURNMENT 9:02pm

**Next Regular Meeting: Louise Lowry Davis Center
Tuesday April 12, 2016**

**Santa Barbara Arts & Crafts Show
Screening Results
March 8, 2016**

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Bennett	Skyler	Crafts	New	Photography	Deferred to next month	
Calhoun	Julia	Arts	Addition and status change to Dual Arts	Leather & Watercolor Books	4-0	"Post-it" pads can be used for display purposes only (Lavendar wands not accepted)
Kazmerzak	Brad	Arts	Addition	Digital Photography Studio Inspection	A studio inspection will be scheduled.	
Kristine	Meadow	Arts	Addition and status change to Dual Arts	Magnets	3-0 (Ed had not yet joined the meeting)	
Leal	Megan	Arts	Addition and status change to Dual Arts	Resin Jewelry	4-0	
Newman	Pamela	Crafts	Addition	Crochet Scarves	4-0	
Otero	Greg	Crafts	New	Photography	4-0	