



**City of Santa Barbara**  
Parks and Recreation Department

**Memorandum**

**DATE:** July 17, 2008  
**TO:** Park and Recreation Commission  
**FROM:** Santa Barbara Arts and Crafts Show Advisory Committee  
**SUBJECT:** **ANNUAL ADVISORY COMMITTEE REPORT FOR FY 08**

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Celebrating 43 years in 2008, the Santa Barbara Arts and Crafts Show is a long standing tradition along the Santa Barbara waterfront. Established in 1965 by local artists and sponsored by the City of Santa Barbara's Parks and Recreation Department since 1966, the show is now the only continuous, non-juried art festival of original drawings, paintings, graphics, sculpture, crafts and photography in the world.

The show is held along Cabrillo Boulevard every Sunday of the year and a few Saturdays. All artwork sold is original art created by 191 Santa Barbara County artists that display their artwork. The informal atmosphere of the Show encourages visitors to talk with the artists about their work and some cases even see them in action.

**Committee Members**

<u>Art Section</u>	<u>Crafts Section</u>
Charlene Kraft, Santa Barbara	Kevin Healy, Lompoc
Open, Santa Barbara	Marilyn Loperfido, Santa Barbara
Alternate: Barbara Galloway, Santa Barbara	Alternate: John La Pointe, Lompoc
Albert Hannon, Member-at-Large	<u>Park and Recreation Commission Liaison</u> Arnoldo Gonzalez

**Appointment Process and Meeting Schedule**

Committee members are elected by the members of the Santa Barbara Arts and Crafts Show in two elections per year. One year terms are staggered to allow for continuity in the committee. The Member-at-large is a community member who is appointed by the Park and Recreation Commission. Monthly meetings are held from 6:30pm-9:00pm on the 2nd Tuesday of every month at the Cabrillo Pavilion Arts Center. Meetings include reviewing the work of new applicants, reviewing add-on requests from existing exhibitors, and conducting the monthly business meeting.

## **Member Representation**

The Committee is comprised of two members and two alternates representing the Art Section and two members and two alternates from the Crafts Section. In addition, the Member-at-large is a community member who is appointed by the Park and Recreation Commission.

## **Committee Projects/Activities**

### Annual Publicity Plan

The Advisory Committee worked with staff and other show members to develop a marketing plan in FY 08 with the funds collected from the \$20 annual advertising fee for each artisan. Advisory Committee members renewed the advertisements in Passport Magazine and the Fearn's Travel Map (100,000 maps distributed), and printing and displaying rack cards in 162 hotels and airports in Santa Barbara and Ventura counties for six months.

## **Recommendations/Concerns**

### East Cabrillo Sidewalk Replacement Project

The Arts and Crafts Show Advisory Committee appealed the Historic Landmarks Commission approval of the East Cabrillo Sidewalk Replacement project in October 2007. Show members cited concerns with size and location of planter beds and the fact that unloading and loading would no longer be allowed in the large red zoned areas of the show. The appeal was denied by the City Council. Staff members continue to work with members of the show to mitigate the impacts of this project to the show. Construction began in April and will be complete by late August.

### Challenges Retaining and Recruiting Members

The show membership has continued to decline despite the increase in publicity and advertising. Less foot traffic on Cabrillo Boulevard combined with the current economy has resulted in reduced sales for many of the artisans. New members are not retained as it is a challenge to get established as an artist and work a second job. The loss of unloading/loading privileges in the red zone areas of the show has may have also impacted the retention of members, primarily new members, whose spaces are located adjacent to the red zones. In addition, many interested artists and craftspeople do not qualify for the show as their work is not handmade or they have partners and/or employees. The Advisory Committee and staff are continuing to explore strategies to better recruit and retain show members.

### Cabrillo Bridge Replacement Project

The Advisory Committee and staff continue to participate in public meetings regarding this project. Scheduled to begin in fall 2009, Show members are working closely with City staff to mitigate some of the impacts to the show area. Show members are particularly concerned about the impacts that the project will have to the public's access to the show area, artisans' access to their spaces and unloading/loading areas. The access impacts are associated with project construction.