



City of Santa Barbara
Parks and Recreation Department

Memorandum

DATE: July 13, 2009
TO: Park and Recreation Commission
FROM: Santa Barbara Arts and Crafts Show Advisory Committee
SUBJECT: Annual Advisory Committee Report for FY 2009

Celebrating 44 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 Blvd. every Sunday of the year and a few Saturdays. All artwork sold is original art created by the approximately 192 Santa Barbara County artists that display their artwork in an informal atmosphere that encourages visitors to the show to talk with the artists about their work and some cases even see them in action.

Committee Members

Art Section

Charlene Kraft, Santa Barbara
Mark Hilley, Santa Barbara
Alternate: Barbara Galloway, Santa Barbara

Crafts Section

Kevin Healy, Lompoc
Marilyn Loperfido, Santa Barbara
Alternates:
John La Pointe, Lompoc
David Sugich, Santa Barbara

Open, Member-at-Large

Parks and Recreation Commission Liaison
Scott Burns

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. Eighteen-month 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. We are currently recruiting to fill that position. Monthly meetings are held the 2nd Tuesday of every month at the Cabrillo Pavilion Arts Center from 6:30 pm-9:00 pm. 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 09 for the money collected from the \$20 annual advertising fee that each artisan pays. Advisory Committee members renewed the advertisements in Passport Magazine and the Fearn's Travel Map (100,000 maps distributed), renewed the Conference and Visitor's Bureau Membership, and printing and displaying rack cards in 165 hotels and airports in Santa Barbara and Ventura Counties for six months. In addition, staff and show members will be working with City TV to produce a commercial/public service announcement for the show.

Recommendations/Concerns

East Cabrillo Sidewalk Replacement Project

The East Cabrillo Sidewalk Replacement project was completed. The new landscaping has also become established along the boulevard. Despite the fact that show members appealed the approval of the project, many compliments have been received from the show regarding the new sidewalks and the new landscaping.

Mission Bridge Replacement Project

The Mission Bridge Replacement Project has been postponed from a fall 2009 start to April 2010. Show members and staff have already spent a significant amount of time participating in public meetings regarding this project. Show members will continue to work closely with City staff to mitigate some of this project's impacts to the show area. Show members are particularly concerned about the impacts that this project will have to the public's access to the show area, artisans' access to their spaces and unloading/loading areas. At least 25 artisans will be displaced from their assigned spaces during the duration of this project.

Challenges Retaining and Recruiting Members

The show membership has continued to decline despite the increase in publicity and advertising money spent. 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 for them 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 had a great impact on retaining members, primarily new members, whose spaces are located in the red zones. The Advisory Committee and staff are continuing to explore strategies to better recruit and retain show members.