



City of Santa Barbara
Parks and Recreation Department

Memorandum

DATE: July 15, 2010
TO: Parks and Recreation Commission
FROM: Santa Barbara Arts and Crafts Show Advisory Committee
SUBJECT: Annual Advisory Committee Report for FY 2010

Celebrating 45 years in 2010, 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 200 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

John Grandfield, Santa Barbara
Mark Hilley, Santa Barbara

Crafts Section

Kevin Healy, Lompoc
Marilyn Loperfido, Santa Barbara

Albert Hannon, 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. 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; this committee member position was vacant in Fiscal Year 2010 until appointed at the June 23, 2010 meeting of the Park and Recreation Commission. Monthly meetings are held the 2nd Tuesday of every month at the Louise Lowry Davis 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

Committee Liaison

The City staff liaison to the Arts and Crafts Show Advisory Committee transitioned from Recreation Programs Manager Judith McCaffrey to Senior Recreation Supervisor Jason Bryan at the beginning of Fiscal Year 2010. Soon after this transition, the monthly advisory committee meetings moved from the Cabrillo Pavilion Arts Center to the Louise Lowry Davis Center.

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), 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 worked with City TV to produce a 30-second commercial/public service announcement for the show that is being aired on Channel 18 during televised meeting breaks.

Recommendations/Concerns

Mission Bridge Replacement Project

The Mission Bridge Replacement Project has been postponed from a fall 2009 start to the summer of 2011. 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.

Accommodating Disabled Artists

Parks and Recreation Department staff worked with the Arts and Crafts Show Advisory Committee and other city offices to review policies and develop strategies to accommodate disabled artists while maintaining the seniority placement system integral to the show. The aging baby boom population will likely increase future requests for accommodation.