



City of Santa Barbara
Parks and Recreation Department

Memorandum

DATE: July 24, 2013
TO: Parks and Recreation Commission
FROM: Santa Barbara Arts and Crafts Show Advisory Committee
SUBJECT: Annual Advisory Committee Report for Fiscal Year 2013

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 select Saturdays. All artwork sold is original art, created by the approximately 200 Santa Barbara County artists. Show members display their artwork in an informal atmosphere that encourages visitors to talk with the artists about their work and in some cases, even see them in action.

Committee Members

Art Section

Jim Hockin, Santa Barbara
John Rindlaub, Santa Barbara

Crafts Section

Pegeen Soutar, Santa Barbara
Helen Heising, Santa Barbara
Kate Canon, Santa Barbara (1st alternate)

An election was held in September 2012 to replace Marilyn Dannehower representing the crafts section with Helen Heising, who was serving as an alternate. Jim Hockin was elected for a second term to represent the arts section.

Parks and Recreation Commission Liaison

Chris Casebeer is the Commission Liaison to the Arts and Crafts Show Advisory Committee. Mr. Casebeer regularly attends meetings and has met with staff and show members outside meetings to learn more about the show and to provide constructive suggestions for show administration.

Appointment Process and Meeting Schedule

Four of five committee positions 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. A fifth “member-at-large” position is a community member who is appointed by the Parks and Recreation Commission. Monthly meetings are held the 2nd Tuesday of every month at the Louise Lowry Davis Center from 6:00 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 who cannot be a member of the show or City staff.

Committee Projects/Activities

Committee members are instrumental in communicating concerns between staff and show members. Committee members also assist in resolving minor disputes between show members by working with staff monitors to enforce the show’s procedures and regulations. The Advisory Committee was supportive of staff’s recommendation to increase staffing levels at the show to improve the sign-in system and better enforce the show’s regulations.

Recommendations/Concerns

Mission Bridge Replacement and Pedestrian Improvement Projects

Public Works staff presented information directly to the Advisory Committee at the November 2012 regular meeting that communicated the impact area for the Mission Bridge replacement project and the potential timeline. Public Works also provided information on the City’s interest to make permanent improvements to the pedestrian pathway in the grassy area near the entrance of Stearns Wharf. Since that presentation, the project was pushed back another year, with major impact to the show anticipated no sooner than February 2015.

Rule Revisions

The show’s leave of absence policy received a significant revision after considering recommendations from show members, the Advisory Committee, and including changes required by Parks and Recreation Management and the City Attorney’s office. The new policy more clearly describes the process and allows additional flexibility for show members.

Other rule changes were adopted, including clarification of how space claiming ties should be addressed and better defining the show’s holiday schedule.

Marketing Program

The Advisory Committee recommended significant changes to the way the show's limited advertising fund is spent. The hotel rack card contract was not renewed to allow new advertising options to be pursued. Chris Casebeer provided input based on his business experience and met with staff to review recommendations. Establishing new marketing contracts will be delayed until a new Marketing and Communication Supervisor can be hired for the Department.