



CITY OF SANTA BARBARA
REGULAR MONTHLY MEETING
SANTA BARBARA ARTS AND CRAFTS SHOW
ADVISORY COMMITTEE

Tuesday, October 14, 2014

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 6:35pm

SCREEN NEW MEMBERS

ROLL CALL

Committee

Vacant - Arts
John Rindlaub - Arts
Marilyn Dannehower - Crafts
Kevin Loughran - Crafts

Staff

Jason Bryan - Senior Recreation Supervisor
Xochitl Camarena – Recreation Specialist
Parks & Recreation Commission Liaison
Chris Casebeer

1st Alternate Members

Tony Longo - Arts

Member At Large - Open

2nd Alternate Members - Open

CHANGES TO AGENDA None

After screening the regular meeting resumed at 7:05pm.

PUBLIC COMMENT

Lyn Gianni would like to make a recommendation to have a paper or digital database to help show members and monitors know what items have been screened in the show by each show member. Jeff Kennedy made a recommendation to use some of the advertising budget to purchase a tablet for the monitors. James Siebert stated that the show is starting to resemble a flea market and questioned why the crafts section needs to mix with the arts section on Saturday shows. Rebecca Plum stated that crafts section members are artists too and does not think that the lack of respect to crafts section members is necessary.

CONSENT CALENDAR

1. Approval of Minutes of the September 9, 2014 Meeting – For Action (attachment) Motioned Seconded and Carried unanimously to change public comment to 15 minutes. Motioned Seconded and Carried with Marilyn Dannehower objecting to change the September 9, 2014 draft meeting minutes New Business Item 2 from “Mr. Bryan presented the nomination form to the advisory committee.” to “Mr. Bryan presented the nomination form to the Advisory Committee and initiated the election.”

Tony Longo objected to language he emailed regarding holding a Saturday show after a weather day Sunday not being included as an action item on the October 14, 2014 agenda.

Jason Bryan explained the process for a rule change to take place.

2. Statistics Report – For Information (attachment)
Jason Bryan presented the statistics report.

OLD BUSINESS

1. Advertising– For Action
Receive specific recommendations for advertising for the committee to review.

Mr. Bryan stated that several artists have expressed an interest in advertising in the Los Angeles area.

Marilyn Dannehower expressed that show members are interested in advertising in the Living Local cable TV program.

Mr. Longo made a recommendation to having a weekly ad in the Independent and in the News Press. Mr. Longo will provide a detailed price report from the Independent and the News Press at next month's meeting.

Mr. Bryan made a recommendation to researching into the 2016 Axxess card to market to the local residents. He suggests having interested show members offer a 10% discount to Axxess card members by displaying a plaque at their booth.

Mr. Longo stated that he has participated in other art shows that have a postcard with a discount on one side.

Cristy Hamilton stated that the reach of the internet is enormous and that it is very easy to distribute information at a very low cost. Ms. Hamilton presented a short video clip to the Advisory Committee. The cost to the show for her to produce two informational videos would be \$1,500.00.

Mr. Longo asked Ms. Hamilton to present a detailed proposal. Mr. Bryan stated that terms would need to be spelled out on the proposal.

Mr. Kennedy made a suggestion to the Advisory Committee to advertise in the UCSB Daily Nexus. He also made suggestions to have ads on the outside of the shuttle buses.

Motioned Seconded and Carried unanimously to research pricing and terms from Ms. Hamilton, the Independent, News Press, Living Local, Axxess card and UCSB Nexus.

Motioned Seconded and Carried unanimously to research the cost and availability for ads on the waterfront shuttle and the cost of static cling decals that look like the show's bumper stickers.

Motioned Seconded and Carried unanimously to recommend that show members and customers visit YELP and post positive reviews.

2. Hand-produced items and reproductions –For Discussion
Change rule B.6 from

Reproductions: Offset lithography and Polaroid processes are not permitted in the show. Serigraphs using photo silk-screens must be developed and printed by the individual artist. Hand-colored Polaroid photographs are allowed. For the purposes of the show, if there is an original from which a work is photographically or photo-mechanically copied, the resulting work is a reproduction and is not permitted. A work may not be a copy of another artwork unless the resulting work has been substantially altered to create a totally new design or effect. 4/2010

to:

Reproductions: Offset lithography and Polaroid processes are not permitted in the show. Serigraphs using photo silk-screens must be developed and printed by the individual artist. Hand-colored Polaroid photographs are allowed. Any artist that takes a digital photo or scans their art with their own equipment can print on their own professional printers on paper, canvas or any other medium and can sell prints at the show.

Ms. Dannehower would like to know how the artists are making everything and would like items to be identified as originals or reproductions at the time of sale.

Mr. Longo made a recommendation to add “after registering their artwork from which the reproduction will be derived with the arts and crafts show office” to the rule change.

Helen Heising made a recommendation to add the word “original” to the recommended rule change.

Ms. Gianni does not want to have artwork labeled as “originals”. She stated that all reproductions must be clearly identified as reproductions at the time of sale.

Mr. Kennedy stated that his clients are buying photography because they like it and that the explosion is coming from artists that are not selling.

Motioned Seconded and Carried unanimously to add the following for rule B.6 change from:

“Any artist that takes a digital photo or scans their art with their own equipment can print on their own professional printers on paper, canvas or any other medium and can sell prints at the show.”

to:

“Any artist that takes a digital photo or scans their original art with their own equipment can print on their own professional printers on paper, canvas or any other medium and can sell prints at the show, after registering their artwork from which the reproduction will be derived with the arts and crafts show office.”

3. Bridge replacement project –For Discussion

Mr. Bryan stated that two space assignment meetings took place the last two consecutive Sunday’s and that the show is moving forward with new space assignments for the bridge replacement projects. Three art section members will be moving into crafts section space

assignments and other displaced artists with assigned spaces will be assigned a second row space in the arts section.

NEW BUSINESS

1. Discuss the possibility of adding Saturday shows after a weather day Sunday –For Discussion

“In the event that any Sunday is declared a weather day the following Saturday will be a makeup show date held under the same rules as a holiday show as long as the city does not have conflicting scheduled events”.

Motioned Seconded and Carried unanimously to put New Business item 1 on next month’s agenda as a discussion item.

2. Review the options to replace art section advisory committee member Dow Harris –For Action

O.6 If any member of the Advisory Committee has more than two (2) unexcused absences in a six month period he/she would no longer be a member of the Committee and will be replaced by the next highest vote receiver, an Alternate, or a replacement appointed by the Advisory Committee. 2/2002

Mr. Bryan stated that the way we normally fill a vacant space was through receiving a vote by the entire show membership. Mr. Bryan stated that he should have given the Advisory Committee instructions to fill the vacant space with the three options stated in rule O.6.

Motioned Seconded and Carried with Marilyn Dannehower objecting to assign Mr. Longo as the arts section Advisory Committee member until August 31, 2015.

Mr. Longo stated that he will be more compromising and will do less talking during committee meetings.

3. Scott Preiss’ art section handicap space assignment –For Action

Mr. Bryan reviewed the previous handicap space request from John Allen who recently left the show. Mr. Preiss is the only arts section member requesting a handicap space. The city nurse reviewed Mr. Preiss’ handicap request and recommended the placement.

Motioned Seconded and Carried unanimously to accept the handicap space assignment for Mr. Preiss moving from space 7-9 to handicap space 242-243.

4. Review recommended rule change to G.1 changing “Permit holders must show twelve (12) times in a permit year and new permit holders six (6) times in their six (6) month’s permit period in order to renew a show permit.” to “In the event of a waitlist, permit holders must show twelve (12) times in a permit year and new permit holders six (6) times in their six (6) month’s permit period in order to renew a show permit.” –For Action

Motioned Seconded and Carried unanimously to accept the verbiage for the recommended rule change to G.1.

STAFF REPORTS

1. Special Events

Mr. Longo would like the contact information to contact someone regarding skate park events and cruise ship dates.

2. General Correspondence

Jeff Kennedy’s email regarding proposed rule allowing painting reprints.

Letter from Tony Longo to Judith McCaffrey regarding election.

Leigh Sparks email regarding arts section space assignments and Judith McCaffrey's response.

3. Citations, Complaints and Incidents
Review Michelle Van Fleet's response to a violation notice regarding dog off leash – For Action

Mr. Bryan reviewed the violation and reminded the committee members that Ms. Van Fleet submitted a written response asking for the violation to be vacated. Mr. Longo stated that everyone is responsible for their family, including dogs.

Motioned Seconded and Carried unanimously to have Michelle Van Fleet's citation stand as a violation.

AGENDA ITEMS FOR NEXT MEETING

ADJOURNMENT 9:10pm

REPORTS: Copies of documents relating to agenda items are available for review at the Santa Barbara Arts and Crafts Show Office, 100 East Carrillo Street, during normal business hours. Please note that emailed meeting packets may not include some exhibits. Materials related to an item on this agenda submitted to the Santa Barbara Arts and Crafts Show Advisory Committee after distribution of the agenda packet is available for public inspection in the Santa Barbara Arts and Crafts Show Office located at 100 East Carrillo Street, during normal business hours.

AMERICANS WITH DISABILITIES ACT: If you need auxiliary aids or services or staff assistance to attend or participate in this meeting, please contact Xochitl Camarena at 805-560-7557. If possible, notification at least 48 hours prior to the meeting will usually enable the City to make reasonable arrangements. Specialized services, such as sign language interpretation or documents in Braille, may require additional lead time to arrange.

Next Regular meeting: **Louise Lowry Davis Center**
Tuesday November 11, 2014

**Santa Barbara Arts & Crafts Show
Artist Screening List Results
October 14, 2014**

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Miller	Westerly	Crafts	New	Jewelry & Handbags	4-0	Hardware on purses must be secondary. No strung beads. Commercial beads may not be dominant.
Munich	August	Arts	Addition	Paintings & Photography	4-0	
Weber	Claire	Crafts	Addition	Woven Metal Jewelry	3-0	