



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

Tuesday, December 9, 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 6:37pm

SCREEN NEW MEMBERS

ROLL CALL

Committee

Tony Longo - Arts - Present
John Rindlaub – Arts - Present
Marilyn Dannehower – Crafts - Present
Kevin Loughran – Crafts - Present

Staff

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

1st Alternate Members- Open

Member At Large – Open

2nd Alternate Members - Open

CHANGES TO AGENDA After the screening, the regular meeting resumed at 7:23pm.

PUBLIC COMMENT

Jeff Kennedy addressed the Advisory Committee requesting that the correspondence be included in the meeting packets for all show members to view.

CONSENT CALENDAR

1. Approval of Minutes of the November 11, 2014 Meeting – For Action (attachment)
Motioned Seconded and Carried unanimously to accept the meeting minutes of the November 11, 2014 meeting.
2. Statistics Report – For Information (attachment)
Jason Bryan presented the statistics report.

OLD BUSINESS

1. Advertising– For Action
Receive a presentation from Marketing Coordinator Summers Case and discuss marketing options - For Action
Marketing Coordinator Summers Case presented a Power Point presentation.
(attachment – available online as a staff report)

Ms. Case recommends web marketing and marketing on a one sheet for \$500 that would be available at the Santa Barbara Airport for tourists coming in to Santa Barbara.

Marilyn Dannehower requested to remove the word “gift” from the draft Santa Barbara Trolley Tour design sheet.

Helen Heising would like to add “local & handmade” to future marketing designs.

Tony Longo would like to see numbers of how much of an increase there was with paid Facebook ads. Summers Case will submit the report.

Jeff Kennedy would like the Arts & Crafts Show page to link with Visit Santa Barbara.

Summers Case will work on the navigation of the Arts & Crafts Show webpage. Ms. Case would like to implement branding of the Arts & Crafts Show and stated that Facebook marketing emails can adapt messaging and be able to view who is viewing the Facebook posts and opening emails.

Helen Heising made the recommendation to modernize the logo used in past years.

Mr. Bryan stated that the show was featured in a recent issue of City News in Brief and stated that he met with the Waterfront Director regarding the signs on Cabrillo Blvd. The goal is to present different samples of signs with branding for the Sign Committee to consider. Mr Bryan stated that the more text on the signs the more issues that will come up when trying to get the signs approved.

Cristy Hamilton addressed Jason Bryan regarding press releases. Mr. Bryan stated that press releases have been issued in the past, but would not commit to a specific schedule for sending them out.

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. 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. 4/2010~~

Please note that the formatting has been changed to reflect the city standard for these types of edits. Strikethrough text (~~text~~) is proposed to be removed and underlined text (text) is proposed to be added.

Tony Longo would like the wording that he submitted via email to be added to the show rules. He stated that a survey showing more than 66% of the arts section agreed with the wording. Tony Longo’s survey has not been submitted to the Arts & Crafts Show office.

Ms. Dannehower stated that the language Mr. Longo is trying to present is language that has not been addressed at the board level and disagrees with the wording presented by Mr. Longo. She stated that rule G.4 has nothing to do with reproductions and should be removed. Ms. Dannehower objects to approving Mr. Longo's email language submission and stated that we can move forward with the wording we have discussed in previous meetings to forward this to the entire show membership. Ms. Dannehower stated that there would be an inequity by allowing Arts section members to sell reproductions while Crafts section members would need to sell only individually produced items. Ms. Dannehower stated that we could have to go through a Municipal Code change and City Council review.

Mr. Bryan confirmed that this would be a very significant change to the show and that this change with reproductions would require a 2/3 vote by the show's membership. Mr. Bryan stated that this does not only affect arts section members but crafts section members as well.

Motioned Seconded and Carried to not approve the language suggested by Tony Longo with Tony Longo objecting.

2. Bridge replacement project –For Discussion
Tony Longo would like the updated parking maps to be available for show members regarding the bridge construction.
3. Review potential rule for 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 add “If the following Saturday is a scheduled holiday show date, then that will be considered the makeup day.” and place this on the January agenda as an action item.

Motioned Seconded and Carried unanimously to continue the meeting until 9:25pm.

4. Discuss penalties for plagiarism- For Discussion
Mr. Bryan would like to move this item to next month's meeting.

NEW BUSINESS

1. Elect new Advisory Committee Chair – For Action
Motioned Seconded and Carried unanimously to elect Marilyn Dannehower as Chair of the Advisory Committee.
2. Review the procedure for Arts section members to participate in space assignment meetings during construction. – For Action

Mr. Bryan made the recommendation to allow artists in the impacted area and unassigned artists to apply for second row spaces in the Arts section or move into the Crafts section. Ms. Dannehower stated that she does not agree with having Arts section members to move into the Crafts section because Crafts section members work just as hard to maintain their seniority and attendance.

**Santa Barbara Arts & Crafts Show
Artist Screening List Results
December 9, 2014**

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Filipko	Jennifer	Crafts	New	Handmade Jewelry	4-0	Words cannot be the dominant appeal of the finished product.
Goodland	Kimberly	Crafts	New	Handmade Recycled Glass Jewelry	4-0	Artist work must be more dominant than found or purchased objects.
Ingram	Susan	Crafts	New	Soap	4-0	
Langdon	Maggie	Arts	New	Paintings & Drawings	3-0	
Rosamund	Natalie	Crafts	Rejoin	Greeting Cards, Paintings, Enlarged Photographs	3-0	
Rubin	Pam	Crafts	New	Magnet Boards with Rock Magnets & Floor Mats	4-0	