



CITY OF SANTA BARBARA

SPECIAL MEETING SANTA BARBARA ARTS AND CRAFTS SHOW ADVISORY COMMITTEE

Tuesday, April 7, 2015

Louise Lowry Davis Center
1232 De La Vina Street

Special Meeting: 6:00 - 8:00 p.m.

Meeting Minutes

CALL TO ORDER

ROLL CALL

Committee

Tony Longo - Arts – Present
Jim Hockin – Arts - Present
Marilyn Dannehower – Crafts - Present
Rebecca Plum – Crafts - Present

Staff

Jason Bryan - Senior Recreation Supervisor
Xochitl Camarena – Recreation Specialist
Parks & Recreation Commission Liaison
LeeAnne French - Present
Member At Large - Open

1st Alternate Members

Charlotte Barnard – Crafts

2nd Alternate Members - Open

CHANGES TO AGENDA

PUBLIC COMMENT

None.

NEW BUSINESS

1. **Review proposed new Arts and Crafts Show logos for future use and branding purposes.**

Staff recommendation: Receive report from ad hoc Advertising Committee; ask questions; accept public comment; bring item back to committee for discussion and direction.

Charlotte Barnard read a prepared statement and presented a logo suggestion that could be used in color and grayscale. Ms. Barnard presented a draft logo on a mock-up postcard; she stated that 10,000 postcards could be printed for \$339.

Claire Weber presented a logo and stated that the logo with an easel did not represent 2/3 of the show's membership, the crafts section, appropriately.

Jim Hockin likes the logo and font presented by Charlotte Barnard. He would like the words "Arts & Crafts Show" to be dominant. Mr. Hockin would like the thickness and value to be reduced and stated that the mountains conflict and weaken the text.

Tony Longo stated that the circle logo looks like a tsunami sign and is concerned that residents and tourists could misinterpret the drafted logo as a sign of emergency. Mr.

Longo does not support the oval logo and thinks it will look more like a circle if it was enlarged, he is in favor of the City-created logo.

Ms. Plum supports the City-created logo.

Marilyn Dannehower invited the audience and staff to view the 6 items on the table created by Rebecca Plum.

Jason Bryan thanked the advertising ad-hoc committee for all of their time, efforts and creativity to create draft logos in such a short time period. Mr. Bryan made a suggestion to have the Marketing Coordinator provide edits for the Committee approved logo.

Mr. Hockin is impressed with the black & white translation of the City logo.

Marilyn Loperfido stated that looking at the City logo from afar you immediately define and recognize the icon and the branding. She stated that it takes too much effort to recognize the icons in the oval images.

Helen Heising stated that she is concerned about the wording of the logos and stated that the show is known as the "Santa Barbara Arts & Crafts Show" not "Every Sunday" or "Sunday Arts & Crafts Show." She would like to see the mountain lines and palm trees resemble an image of Santa Barbara.

LeeAnne French likes the oval artwork but supports the City-created logo and feels that the City-created logo is immediately eye catching. Ms. French would like to see the word "Sunday" incorporated in the logo and stated that the regularity of the palm trees describes Santa Barbara.

Mr. Longo asked if the word "beach" makes a difference. Ms. French suggested that the word "beach" does not make a difference. Ms. Heising stated that the logo describes where the show is located.

Ms. Plum presented a larger version of the logo.

Ms. Loperfido stated that the logo could read "East of Stearn's Wharf".

Mr. Hockin stated that the logo describes Chase Palm Park and the type of palm trees at the show.

Mr. Bryan reminded the committee that wording can come later.

Mr. Hockin made a motion to move forward with the City created logo with the suggestions that it reads "Santa Barbara Arts & Crafts Show", increase the size of "Santa Barbara", change the mountain lines to be more defined and keeping the words "Every Sunday".

Motioned Seconded and Carried unanimously to accept the City-created logo reading "Santa Barbara Arts & Crafts Show", increasing the font size of "Santa Barbara", defining the mountain lines and keeping "Every Sunday".

2. Plan for 50th Anniversary weekend events.

Staff recommendation: Receive staff report regarding the following:

- Promotion for the weekend (print, radio, etc...)
- Music concert by Spencer the Gardener

- Volunteers needed to demonstrate their art/craft to public along show line; ask questions; accept public comment; bring item back to committee for discussion and direction.

Mr. Bryan presented information on the 50th Anniversary weekend and asked the Committee if on-site live demonstrations could be pushed as a theme to engage the public with show members. Mr. Hockin expressed concerns regarding the words “hand-made” because there are artists that sell prints in the show.

Mr. Longo asked if it is possible to have flags on State Street. Judith McCaffrey stated that flags were discussed in the past and that flags are not a viable option, due to the cost and the short time the flags are displayed.

The Advisory Committee and Mr. Bryan discussed parking options for the food trucks during the Anniversary Show. Ms. McCaffrey suggested asking show members if they would be willing to move their vehicles for food trucks to park along Cabrillo Boulevard.

Ms. Dannehower stated that there is a sense of urgency to get a press release drafted and suggested having a silent auction and have proceeds benefit the Arts & Crafts Show advertising fund.

Marilyn Dannehower, Claire Weber, Marilyn Loperfido committed to helping with the planning of the opening reception.

Motioned Seconded and Carried unanimously to continue this item at the April 14, 2015 regular monthly meeting.

3. Review plans for the Cabrillo Pavilion Arts Center Arts & Crafts Show exhibit and opening reception.

Staff Recommendation: Receive staff report regarding the following:

- Commitments needed from Show members who will exhibit work at show
- Proposed program for night of May 4th Reception
- Commitments needed from Show members who will assist with planning reception and coordinating program on May 4th; ask questions; accept public comment; bring item back to committee for discussion and direction.

Mr. Bryan stated that the 50th Anniversary Cabrillo Pavilion Arts Exhibit will be displayed for the month of May and show members will be receiving notification this week on the drop off and pick up times. The number of pieces to be displayed will depend on how many people sign up to participate. The City will not charge a hanging or commission fee and all display pieces must be framed and need to be displayed during the entire exhibit. The opening ceremony is scheduled for Monday May, 4th from 5-8pm. Show members that do not have items to hang can display items at the opening ceremony.

4. Review Contract for video production services by Cristy Hamilton

Staff Recommendation: Receive staff report regarding terms of contract which allows for Advisory Committee review of draft videos prior to completion; ask questions; accept public comment; bring item back to committee for discussion and direction.

Mr. Bryan read Exhibit A and stated that these are the terms stated in the contract with Cristy Hamilton. Mr. Bryan stated that Ms. Hamilton is excited for the production and does not anticipate any problems. Mr. Bryan increased the \$1500 budget to \$1750 for contingency. There was a question on music licensing for the video that staff will research. Ms. McCaffrey would prefer to not have music on the videos.

