



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

Tuesday, April 14, 2015

Louise Lowry Davis Center
1232 De La Vina Street

Screen New Members: 6:00 – 7:00 p.m.
Regular Meeting: 7:00 - 9:00 p.m.

Meeting Minutes

CALL TO ORDER 6:01pm

SCREEN NEW MEMBERS

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

1st Alternate Members

Charlotte Barnard – Crafts

2nd Alternate Members - Open

Member At Large - Open

CHANGES TO AGENDA

PUBLIC COMMENT

Trisha Dalziel stated that she has a consistent issue with rule H.1 and artists claiming spaces.

Charlotte Barnard stated that there is no consistent understanding on the coin flip rule.

CONSENT CALENDAR

1. **Approval of Minutes of the March 10, 2015 Meeting - For Action (attachment)**

Motioned Seconded and Carried unanimously to change the meeting minutes to reflect the chronological order of events at the March 10, 2015 meeting.

2. **Statistics Report – For Information (attachment)**

Jason Bryan presented the statistics report.

NEW BUSINESS

1. **Review the final logos drafted by the advertising Ad-Hoc Committee and select a logo for the Arts & Crafts Show or make recommendations for further revisions – For Action**

Staff Recommendation: That a logo be selected for branding and future promotions; open item to public comment; bring back to Committee for direction and/or action.

Rebecca Plum presented the revised logos from the April 7, 2015 special meeting presentation. Ms. Plum presented the modifications requested by the public and Advisory Committee.

Helen Heising stated that the words "Every Sunday" are too big and the words "Santa Barbara" are too small". Ms. Heising suggested making the word "Every" smaller than the word "Sunday" larger.

Eric Whitney stated that the logo looks like an ad and not a symbolic representation of the show. Mr. Whitney stated that the draft logo has too much text and wording, he made a comparison to the Nike symbol and the representation a single symbol has.

Marilyn Loperfido stated that the logo is balanced and "Every Sunday" balances "Arts & Crafts Show"

Trisha Dalziel and Charlotte Barnard would like to see the words "Arts & Crafts Show" in bold.

Ms. Plum stated that all wording, texts and formatting can be arranged according to the purpose of the ad, in the future.

Motioned Seconded and Carried unanimously to approve the top middle draft logo.

2. Arts and Crafts Show Website – For Discussion

Staff Recommendation: Receive a report from Jason Bryan on the new show website; open item to public comment; bring back to Committee for input.

Mr. Bryan presented the new Arts & Crafts Show webpage. The webpage includes a Home, History, Member Resources, 50th Anniversary and Member Directory page. Mr. Bryan encouraged the Advisory Committee and members of the public to visit the webpage and explore the site.

Tony Longo asked if the recently approved Arts & Crafts Show logo could be uploaded and posted on the web page. Jason Bryan stated that the logo needs to be reviewed by the Marketing Coordinator for final edits before uploading it on the webpage.

3. Review the Crafts Section Handicap space assignment for Richard Paluch – For Action

Staff Recommendation: Assign Richard Paluch to the handicap space in front of the Chase Palm Park Craft Center adjacent to the driveway previously held by Robert Shaw; open item to public comment; bring back to Committee for direction and/or action.

Mr. Bryan stated that Robert Shaw has left the show and the City nurse recommends that the handicap space in front of Chase Palm Park Craft Center adjacent to the driveway be assigned to Richard Paluch.

Motioned Seconded and Carried unanimously to assign Richard Paluch to the handicap space in front of Chase Palm Park Craft Center adjacent to the driveway.

4. Discuss the Arts Section space assignment for Pali Szilvassy. – For Action

Pali Szilvassy's Arts section space, 20-24, will be eliminated with the bridge construction project.

Staff Recommendation: Give Mr. Szilvassy first choice of Arts section spaces for up to two years until he selects a new permanent assignment; open item to public comment; bring back to Committee for direction and/or action.

Mr. Bryan stated that Mr. Szilvassy's space, 20 to 24, will be eliminated with the bridge construction.

Ms. Plum disagrees with the staff recommendation and would like to have different options for Mr. Szilvassy to choose a permanent space.

Jim Hockin motioned to have staff verify the measurements of the space markers.

Ms. McCaffrey stated that there was more footage than represented on the space assignment list and that there may be extra space. Ms. McCaffrey suggested considering this matter for a longer time period.

Ms. Barnard would like to know if the arts membership is full. Mr. Longo stated that there are more permits sold than available spaces.

Ms. Loperfido suggests that we go back and identify spaces the way they used to be. Mr. Bryan stated that the reason we now use boundaries is to clearly state where the start and ending points are for each assignment.

Motioned Seconded and Carried with Mr. Longo objecting to continue this item when the city reviews the space markers.

OLD BUSINESS

1. Review plans for the May 2015 Cabrillo Pavilion Arts Center exhibit including the opening reception and the 50th Anniversary weekend event.

Note that the opening reception has been moved from Monday May 4th to Friday May 8th from 5:00 to 8:00 pm. The new date was selected to increase potential participation in this event from the public and show members.

Staff Recommendation: Assign tasks to volunteers for the opening reception; open item to public comment; bring back to Committee for direction and/or action.

Mr. Bryan stated that the opening reception has changed dates from a Monday evening to a Friday evening to make it more appealing for an opening night. Volunteers are needed to help setup and take down the opening ceremony. Mr. Bryan stated that show members will receive details via email this week and opening reception details are already available on the Arts & Crafts Show webpage. Mr. Bryan asked Ms. McCaffrey to describe what a previous opening reception has been like in the past. Ms. McCaffrey stated that at previous opening receptions the oldest members spoke about what the show meant to them, a program was put together and volunteers helped setup and clean up.

Ms. Loperfido announced that there will be a proclamation from the Mayor.

2. Advertising

- Receive a report from Jason Bryan on advertising activities for the show – For Discussion
- Decide if we want to join the Chamber of Commerce – For Action
 - As requested at a previous meeting, staff researched how we could have information about the show posted at the Visitor's Center; a Chamber of Commerce membership would be required. Information will be

presented on available membership options; open item to public comment; bring back to Committee for direction and/or action.

Mr. Bryan will have the application completed for street signs and for the Chamber of Commerce membership.

Mr. Bryan presented the Independent ad featured in the March 26th issue and stated that Cristy Hamilton's has signed the advertising videos contract. Mr. Bryan stated that the signs are in progress and that having a logo will help the Advisory Committee draft signs for the sign committee to review.

Mr. Bryan followed up with the Chamber of Commerce membership details per Advisory Committee's request and stated that a \$375 tier membership is a possibility for the Show to join.

Motioned Seconded and Carried unanimously to join the Chamber of Commerce.

Ms. McCaffrey suggested moving forward with postcards because they are a multipurpose and the turn-around time is rapid.

3. Bridge Replacement Project –For Discussion

Receive a report from Jason Bryan on the status of the bridge replacement project; open item to public comment; bring back to Committee for input.

Mr. Bryan stated that the Arts & Crafts Show office was unaware that there was a crane at Sunday's show. Mr. Bryan stated that the area from the Creek to the skate Park may be available until August.

Ms. Loperfido stated that there is a live photo from the construction site available online at the Cabrillo Bridge Construction website.

Mr. Longo asked about the broken sewer. Mr. Bryan stated that there was discovery and that the construction crews hit a sewer line but that there is no significant delay affecting the bridge construction. Mr. Bryan will contact Adam Hendel for more updates.

STAFF REPORTS

1. Special Events-

- Cruise Ship Visits: Sunday, April 26th, Sunday May 3rd & Sunday, May 17th.

2. General Correspondence

Jason Bryan's email regarding construction area temporarily reopened.

Lyn Gianni's email regarding advertising ad-hoc committee.

March 2015 Advisory Committee roster.

Tony Longo's email regarding flyers in hotels.

3-10-15 Advertising fund report.

Joel Gruenberg's email regarding bumper stickers.

Jeff Kennedy and Jason Bryan's email regarding show sign.

Jeff Kennedy and Jason Bryan's email regarding Funk Zone signs.

Tony Longo's email regarding changing meeting minutes.

Ken Foresta's logo submissions.

Jeff Kennedy's email regarding a clean logo.

Email regarding RV parking restrictions.

Nancy Rapp's response email to Jeff Kennedy's email.

Marilyn Dannehower's email regarding signs at the Funk Zone.
Jeff Kennedy's email regarding show signs fading.
Founding Day opportunity email and event flyer.

Mr. Longo asked if we could have banners at the show. Mr. Bryan will ask if that is an option.

Ms. Dannehower would like signs at the Funk Zone. Ms. McCaffrey stated that all of the Funk Zone businesses have tables and they are open to advertising.

3. Citations, Complaints and Incidents

Jason Bryan and Jim Hockin will be conducting a studio inspection for Kaylin Fox's jewelry making.

AGENDA ITEMS FOR NEXT MEETING

1. Review potential addition of plagiarism rule A.4 - For Discussion

Continue the discussion on potentially adding a new rule on Plagiarism:

"Plagiarism is not allowed in the show. Violation of this rule will result in automatic revocation of show permit without refund of fees, and no opportunity to re-apply to the show."

2. Discuss the possibility of funding an adult education class for show members. – For Discussion

3. Discuss clarifying language on B.5 and B.12 for screenings. – For Discussion

This item is intended to resolve conflicts between these two rules that have occurred in many past screenings.

4. Consider prohibiting show members from smoking at the Arts & Crafts Show. – For Discussion

Staff Recommendation: The discussion from the March 2015 meeting was reviewed with Parks & Recreation management. The Parks and Recreation Department is currently considering smoking regulations for all City parks. Staff recommends that the Show wait until more information is available on a possible city-wide policy.

5. Discuss the possibility of discontinuing the \$20 advertising fee from the City. – For Discussion

6. Discuss Rule H.1 (the Coin Flip rule) as it pertains to claiming spaces at 6:00am

7. Discuss possibility of combining the Arts and crafts sections

ADJOURNMENT 8:53

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.

**Santa Barbara Arts & Crafts Show
Artist Screening List Results
April 14, 2015**

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Blair	Amy	Crafts	New	Jewelry	4-0	Commercial beads/shells cannot be the dominant appeal of the finished product.
Brady	Lorna Jaya	Crafts	New	Jewelry & Bags	4-0	Strung beads must have a handmade dominant pendent. Artists must be in control of any kiln used.
Cummings	Lory	Crafts	New	Portraits & Acrylic Paint	4-0	Originals only, no copies.
Ingram	Susan	Crafts	Addition	Soy Candles	4-0	
Jacobsen	Janet	Crafts	Rejoin	Kinetic Butterflies, Jewelry, Mirror Magnets, Painted Rocks, Stained Glass Sun Catchers	4-0	
Monteath	Ed	Crafts	New	Wooden Vessels & Serving Utensils	4-0	
Nietsch	Jean	Crafts	New	Glass Jewelry	4-0	
Van Fleet	Michelle	Crafts	Addition	Laced Jacket, Wands, Leather Wrapped Bracelet & Earrings	4-0	