



CITY OF SANTA BARBARA

**REGULAR MONTHLY MEETING
SANTA BARBARA ARTS AND CRAFTS SHOW
ADVISORY COMMITTEE**

Tuesday, June 9, 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 6:00pm

SCREEN NEW MEMBERS

Marilyn Dannehower stated that the Advisory Committee will conduct screenings without Public Comment.

ROLL CALL 7:00pm

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 – Not Present

1st Alternate Members

Charlotte Barnard – Crafts - Present

2nd Alternate Members - Open

Member At Large - Open

CHANGES TO AGENDA None

PUBLIC COMMENT

Scott Preiss is concerned that the sandwich board signs along Cabrillo Boulevard fade quickly.

Charlotte Barnard suggested printing the signs with laser printing instead of ink jet printing.

CONSENT CALENDAR

1. Approval of Minutes of the May 12, 2015 Meeting - For Action (attachment)

Motioned Seconded and Carried unanimously to approve the May 12, 2015 minutes with the following changes:

Change New Business Item 2 from “Mr. Hockin stated that the City should continue to collect the advertising fees.” to “Mr. Hockin questioned if the City should continue to collect the advertising fees.”

Remove the sentence in New Business Item 3 “Ms. Heising stated that when people intend to set up they put their permits down.”

Remove the sentence in New Business Item 3 “Ms. Weber supports leniency on members leaving and coming back.”

2. Statistics Report – For Information (attachment)

Jason Bryan presented the statistics report.

OLD BUSINESS

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

Mr. Bryan stated that this discussion was prompted by the Committee based on previous screening situations.

Jim Hockin recommended adding the following sentence to B.12. “No purchased, found, or commercially produced object, alone or combined, can ever be the dominant appeal or principal feature” if the Advisory Committee did not want to make substantial changes to the rules. He presented a prepared statement as a second option: “The dominant appeal and/or principal feature of a finished item must be the art or craftsmanship of the permit holder. As such, it must be handwork or original artwork. No purchased, found, or commercially produced object, alone or combined, can ever be the dominant appeal or principal feature, unless the permit holder has perceptibly and substantially altered the object’s design or function.”

Ms. Dannehower read the combination language presented at last month’s meeting by Rebecca Plum. Ms. Dannehower supports Ms. Plum’s rule suggestion because it addresses functional items incorporated into a finished piece.

Tony Longo stated that assemblages (from existing B.12) is not included in Ms. Plum’s suggestion and feels it should be included and so should the words “in this show”. Ms. Plum clarified that assemblages are incorporated in her rule suggestion.

The Committee recommended adding the words “in this show”.

Ms. Dannehower read B.12 from the Jewelry Guidelines and suggested including the following sentence “The amount of time spent making an item and/or an artist’s ability to choose pleasing colors and arrange found or purchased component parts in an attractive manner does not in itself qualify as the applicant’s contribution to a finished work and is not considered “an appreciable or substantial change” on it’s own merit.” in the suggested rule change.

Mr. Longo recommended adding language in the Rules and Regulations regarding bath salts.

Mr. Longo made a motion to modify B.12 to Ms. Dannehower’s suggestion, Jim Hockin seconded.

Eric Whitney does not support the concept of combining the rules and believes that combining the rules together “muddles it”. Mr. Whitney stated that B.5 refers to the dominant/principal feature and B.12 refers to the use of found or purchased objects.

Ms. Heising stated that the word “made” is open to interpretation and can mean different things to different people.

Ms. McCaffrey recommends keeping B.5 and B.12 separate with the addition of incorporating the sentence from B.12 in the Jewelry Guidelines.

Motioned Seconded and Carried unanimously to use B.12 from the Jewelry Guidelines and incorporate it to the general B.12 rule.

Mr. Bryan stated that next month the strikethrough will be present on the agenda and show members will be notified on potential rule changes and verbiage.

2. Review the 50th Anniversary Weekend. – For Discussion

Receive a staff report on the 50th Anniversary weekend from Jason Bryan.

Mr. Bryan stated that the concert was well received by show members. One Crafts section member did not like the food vendor across from the Crafts section, but most show members would like to see more vendors in the future.

3. Advertising

Mr. Bryan presented the advertising report and brought documentation requested by Tony Longo regarding the 50th Anniversary concert expenses.

Ms. McCaffrey reviewed the advertising report (see attached) and stated that the video production is in progress and this year a total of \$4,790.85 has been spent on Arts & Crafts Show advertising.

Mr. Longo was confused on why the Committee was still approving the logo. Ms. Dannehower stated that minor modifications were made at last month's meeting in which Mr. Longo was not in attendance. Mr. Bryan presented the modified logo.

Mr. Longo made a motion to approve the previous logo.

Ms. Plum does not support the simple line or the block font in "Every Sunday" and believes the logo is boring.

John Grandfield supports the previous logo.

Ms. Heising stated that the mountain line should be somewhere between the first logo and the most recent one. She stated that the words "Every Sunday" are so large that the ad could be confused as a church ad.

Ms. Weber supports Ms. Heising's comments and would like the words "Arts & Crafts Show" to be dominant in the logo.

After much discussion, the committee decided that Ms. Plum will work on a final re-design with Summers Case, Judith McCaffrey and Jason Bryan before the next Advisory Committee Meeting.

Motioned Seconded and Carried with Marilyn Dannehower objecting to go back to the previous logo.

Mr. Bryan presented the postcards and stated that they are available for show members to distribute.

4. Bridge Replacement Project –For Discussion

Mr. Bryan stated that the show has been able to use much of the area within the construction area to this point. Mr. Bryan reported that Project Manager, Adam Hendel, will allow banners to be displayed when the new construction fencing is erected during Sunday shows. Banners cannot be displayed throughout the week.

5. Art Section Space Assignment for Pali Szilvassy. – For Action

Mr. Bryan presented his findings on the measurements of the post-construction spaces.

Mr. Longo stated that he believes that the spaces are not numbered correctly.

Mr. Bryan stated that space 25-26 was assigned on a temporary basis and show members were advised that the space would be eliminated after the construction project. It was unknown if spaces 20-24 (Mr. Szilvassy's space) would be eliminated in the preconstruction plans. Mr. Bryan presented his results for what is expected post construction, which confirmed that approximately 90% space 20-24 would be eliminated.

The group discussed whether or not special accommodation should be made for Mr. Szilvassy at upcoming space assignment meetings as other affected show members had the time to choose another space prior to construction.

Mr. Longo stated that he believes that no special accommodations should be made for Mr. Szilvassy.

Ms. McCaffrey reminded the group that the Code of Conduct applies to all City-wide programs including the Arts and Crafts Show and Advisory Committee meetings.

It was moved and seconded to give Pali Szilvassy one year to find a new permanent space through the regular space assignment process and to revisit this topic in one year if Mr. Szilvassy has not found a suitable space. The motion was carried unanimously.

NEW BUSINESS

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

Ms. Dannehower stated that Crafts section members would like to continue the advertising fee the way it is.

Mr. Hockin questioned whether show members should be paying for advertising or if the City should be providing advertising.

Ms. McCaffrey provided information on the history of the advertising fee. Ms. McCaffrey stated that the Parks & Recreation Department generates approximately 5.5 million dollars in revenue annually. The Arts & Crafts Show brings in approximately 2% of that revenue or approximately \$100,000. Revenue comes from a variety of sources including maintenance contracts, non-profit facility leases, facility and park rentals, photo and film permits, permit fees, special event fees, community programs, youth and adult classes and passes, children's camps and afterschool programs.

The Department has a \$40,000 annual advertising budget for the entire Department. With minimal advertising funds available, Department staff must prioritize its use. The majority of the Department advertising funds are spent on promoting adult and youth classes and camps and the promotion of our Rental Facilities for weddings, special events and business conferences/meetings, the biggest generators of revenue. The Art Show's advertising fund generates approximately \$4,000 a year.

Ms. McCaffrey commented that certain show members prefer to keep the Advisory Committee dwelling on past issues, but she, and other City staff, would like to help the Arts & Crafts Show move forward in a positive direction.

Ms. Heising does not support discontinuing the advertising fee. She stated that she feels that the fee is reasonable.

Motioned Seconded and Carried unanimously to keep the \$20.00 advertising fee.

Motioned Seconded and Carried unanimously to extend the meeting until 9:15pm.

2. Review the space claiming rule (H.1) as it relates to how spaces are claimed at 6:00am if show members are present before that time. – For Discussion

H.1 Assigned spaces are valid until 10 a.m. Permit holders without an assigned space may set up in the unused assigned area after 10 a.m. or in the unassigned area any time after 6 a.m. Permit Holders may not set up or reserve a space prior to 6 a.m.

Only one space may be reserved at a time. Space claiming ties will be settled with a coin flip at 6 a.m.

At 10 a.m., permit holders setting up or reserving their assigned space, a vacant assigned space or an unassigned space shall have their permits readily visible. Permit holders reserving assigned space shall have their assigned space numbers written on their permit display form. At 10 a.m. spaces shall be considered vacant and available unless reserved by an obvious permit indicating space numbers or by a permit and marker indicating space numbers being reserved.

“Spilling” into unclaimed adjacent spaces may not be done until 11 a.m. and may not exceed an additional 10 feet. 11/2009 If both adjacent members desire the vacant space it should be shared equally. 12/2009, 11/2012

Mr. Hockin made a recommendation to possibly remove the 6am coin flip and the following wording from rule H.1 “permit holders setting up or reserving their assigned space, a vacant assigned space or an unassigned space shall have their permits readily visible. Permit holders reserving assigned space shall have their assigned space numbers written on their permit display form” and change it to the following “At 10am all spaces, assigned or unassigned, shall be considered vacant and available unless reserved by obviously displayed permits indicating space numbers.”

Mr. Koorey does not support the rule and stated that it is rare that two people arrive at the same time to claim a space. Mr. Koorey would like the words “arriving at the same time” to be integrated to the rules and stated that space claiming ties mean “arriving at the same time”. He wants no more abuse when there is no monitor present.

This item will be continued at next month's meeting.

3. Discuss possibility of combining the Arts and Crafts sections – For Discussion

Mr. Longo reported that the Arts section members do not support the Arts & Crafts sections combining.

Mr. Grandfield does not support the possibility of combining the two sections.

Ms. Heising feels that the show is segregated, with two different sections: Arts Section & Crafts section. She stated that the Santa Barbara Arts & Crafts Show is one show, not two, and feels that it would be a more vibrant show if the sections were mixed. Ms. Heising stated that it does not make sense to pay the same amount of money in membership fees when Crafts section members have smaller spaces and get less valuable locations.

**Santa Barbara Arts & Crafts Show
Artist Screening List Results
June 9, 2015**

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Brady	Lorna Jaya	Crafts	Addition	Clothing Items & Boot Cuffs	4-0	Focal point must be artist's work.
Grandfield	Amanda	Arts	Addition	Digital Illustration	3-0	
Hugo	Susan	Crafts	Re-Screen	Jewelry	3-0	
Landreau	Margaret	Crafts	Addition	Wands	4-0	Embellished wands need to be re-screened.
Martini	Michael	Crafts	New	Woodworking, Wood Carving, Picture Frames, Underwater Photography & Wood Ornaments	No Show.	
Mines	Laurel	Crafts	New	Oil, Acrylic Goache, & Watercolor Paintings	3-0	
Roth	Barbara	Crafts	New	Dichroic Glass Jewelry & Dichroic Art	3-0	
Sears	Seana	Crafts	New	Soy Candles, Bath Salts	0-4	
Shi	Jun	Crafts	Addition	Rings, jewelry molds, pendent molds	No Show	