



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

Tuesday, July 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 7:00pm

SCREEN NEW MEMBERS

Marilyn Dannehower reminded the public that there is no public participation allowed during the screenings. Eric Whitney questioned why the public is excluded during screenings at a public meeting. The screening of new members is not part of the public meeting.

ROLL CALL

Committee

Tony Longo - Arts - Not Present
Jim Hockin - Arts - Present
Marilyn Dannehower, Chair- Crafts -Present
Rebecca Plum - Crafts - Present

Staff

Jason Bryan - Senior Recreation Supervisor
Xochitl Camarena – Recreation Specialist
Parks & Recreation Commission Liaison
LeeAnne French

1st Alternate Members

Charlotte Barnard – Crafts - Present

2nd Alternate Members - Open

Member At Large - Open

CHANGES TO AGENDA

None

PUBLIC COMMENT

None

CONSENT CALENDAR

1. Approval of Minutes of the June 9, 2015 Meeting - For Action (attachment)

Motioned Seconded and Carried unanimously to approve the June 9, 2015 meeting with the removal of Old Business item 1 “Claire Weber stated that the Crafts section is looking to see if there is any craftsmanship in the product sold at screenings.”

Approval of Minutes of the June 18, 2015 Special Meeting – For Action (attachment)

Motioned Seconded and Carried unanimously to approve the June 18, 2016 Special Meeting Minutes.

2. Statistics Report – For Information (attachment)

Jason Bryan presented the statistics report.

OLD BUSINESS

1. 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

Marilyn Dannehower made a suggestion to change the 6am coin flip rule to "Spaces may be marked with an intention by a permit holder by placing their permit on the sidewalk with the intended space number marked after 5am. Permit holders must be present at 6am to claim the space and move their permit to the grass area within the claimed space. If two permit holders arrive at the same time and attempt to mark their intention or claim a space that has not been marked with an intention, a coin flip will decide the claimant."

Jim Hockin stated that he spoke with several show members and heard differing opinions on what the policy should be.

Mr. Bryan expressed concerns about show members with assigned spaces marking their space or an empty space and not showing at the space until 11am, or after.

Ms. Weber and Ms. Barnard stated that the rule should be flexible on requiring presence at 10am due to emergencies.

Mr. Hockin read a prepared statement and stated that he has been talking to Art Section members and they would like the 6am rule to stay. Mr. Hockin stated that everything in the show is geared to 6am, and no one is allowed at the park before 6am.

Mr. Bryan stated that the person losing the coin flip will have to find a new space and that it would be possible for more than two people to be present at 6am to claim a single space. Mr. Bryan stated that the way the rules are currently written does not prohibit show members from marking a space then showing up well after 10am to begin setting up.

Eric Whitney stated that every time a rule is modified, there should be clarity and fairness in the revised rule so the rules are easy to understand and enforce. Mr. Whitney also stated that it is important to consider the 'culture of the show' in making any rule change.

Janice Hillenbach stated that she attends Saturday shows and that in her opinion Saturday shows run smoothly and has not witnessed any issues. Ms. Hillenbach stated that the rules are different on Saturday shows than on Sunday's: on Saturday shows show members get 25 foot spaces and Sunday's there are assigned spaces.

Ms. Barnard recommended adding "If a member 'reserves' a space before 6:00am, the member must be present at the show with their permit until 6:00am, at which time they may formally claim the space." Ms. Barnard stated that a few members have reserved a space the night before, gone home and returned the following morning. Ms. Hillenbach supports Ms. Barnard's suggestion on show members being present with their permit to reserve a space.

Ms. Weber stated that because show members are required to show a minimum of two hours to receive attendance credit, there are members showing for two hours and then leaving an empty space on the show line.

Jim Koorey stated that rule H.1 refers to "space claiming ties". Mr. Koorey, stated that it is extraordinarily rare for two members to show at the same time and suggested removing the coin flip from the rule. Mr. Koorey stated that it is the Advisory Committee's responsibility to solve the space claiming issues because there is no monitor present when show members claim spaces in the morning.

Mr. Bryan stated that there are many opinions to take into consideration; he would like to create a rule that is enforceable and easy to understand.

Judith McCaffrey stated that rules need to be enforced and new rules should not be created because people are not abiding by the current rules.

Helen Heising questioned the Committee on how to comport on Sunday mornings and to define what a "tie" means since the issue was being postponed for another month. Ms. Dannehower stated that this is what the Advisory Committee has been trying to accomplish.

Mr. Bryan suggested taking pictures as evidence of rule violations and submitting them to the Arts & Crafts Show office via email. He stated that no one has preferential treatment on a vacant assigned space.

This item will continue as a discussion item at next month's meeting.

2. Advertising. – For Action

1.) Review final logo

Mr. Bryan reported that he met with Summers Case and Rebecca Plum to make the final edits to the Arts & Crafts Show logo. Mr. Bryan presented the final logo to the Advisory Committee and members of the public.

Ms. Heising supports the logo presented by Mr. Bryan. Ms. Weber also supports the logo presented by Mr. Bryan and stated that it reads well from a distance.

Motioned Seconded and Carried unanimously to approve the logo presented by Mr. Bryan.

2.) Consider printing new rack cards

Mr. Bryan presented the current rack cards and stated that there are approximately 200 rack cards left in inventory. Mr. Bryan suggested having rack cards printed and recommended changing the color on the top inch and a half border to "pop" from

other rack cards at the Santa Barbara Visitor Center. Mr. Bryan provided estimates for printing rack cards. Rack cards are currently displayed at the Santa Barbara Visitor Center, Recreation Center office and at Trade Shows.

Ms. McCaffrey recommended getting estimates from Next Day Flyers.

Ms. Dannehower would like to incorporate the logo on the rack cards.

LeeAnne French suggested adding "Every Sunday" or "Weekly" on the rack cards to make it more prominent and made a comparison to the "Weekly Farmers Market" advertisements.

Ms. Heising recommended using updated photos on the rack cards. Ms. Barnard suggested using the same font as the logo to keep consistency in all Arts & Crafts Show advertising.

Mr. Bryan will request a redesigned rack card to present to the Advisory Committee.

3.) Review marketing memberships and decide which memberships to continue –

Mr. Bryan presented the marketing report on industry programs and stated that the Visit Santa Barbara membership is \$320 per year and attracts more out of the area tourists. Mr. Bryan stated that the Chamber of Commerce membership allows the show's material to be displayed at the Santa Barbara Visitor Center and places the Arts & Crafts Show on their "Flat Map".

Ms. Dannehower supports keeping both memberships.

Ms. Barnard stated that Internet map searches for "Arts and Crafts" in Santa Barbara do not bring up our show and asked how we could optimize searches on the major search engines to ensure the show appears during a search.

4.) Call for show members to submit photos to use for marketing the show

5.) Ms. McCaffrey mentioned the ongoing feature articles every Monday in the Santa Barbara NewsPress highlighting longtime show members. So far, articles have showcased Margo Von Puhl and Michael Beickel from the Arts Section and Crafts section member Patrick Keen.

Mr. Bryan would like to receive images from show members to create a photo library for the show. He stated that members can receive a photo credit but no photographs will be purchased from show members; he will send an email to the membership.

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

B.5 The dominant appeal and principal feature of the finished item must be the art or craftsmanship of the permit holder. The work must contain handwork or original artwork. Items will be reviewed as to whether the commercially produced portion of the art or craft would be generally purchased as a functional item or art object on its own merit prior to incorporation into the art or craft. The commercially produced portion will be reviewed as to whether it finishes a product or is a finished product.

B.12 All found or purchased objects such as stones, shells, beads, driftwood, feathers, etc. are not permitted except as raw materials for a craft and they must be substantially altered. Assemblages or putting together of these items to make a finished product is not permitted unless an appreciable and substantial change or alteration in design or function of the components is accomplished by the work of

the permit holder. 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 its own merit. The work of the permit holder must be more important than the objects.

Note: Underlined text, already included in the Jewelry Guidelines, is suggested to be added to B.12 in the General Procedures & Regulations.

Motioned Seconded and Carried unanimously to place Old Business Item 3 as an Action Item in next month's agenda.

4. Discuss possibility of combining the Arts and Crafts Sections – For Discussion

Mr. Whitney stated that when reading over the correspondence many of the objections to combining sections related to high priced art being sold next to low-priced crafts, but Mr. Whitney noticed many low-priced items in the Arts section. Mr. Whitney stated that several show members referenced Saturday shows as an argument and Mr. Whitney did not feel that Saturday Shows were a valid argument when it comes to the sections combining, he stated that it would be a difficult process, but possible.

Ms. Heising stated that if the show is not integrating, perhaps the membership fees should be made equitable based on the amount of space provided (noting that Crafts spaces are considerably smaller than Art spaces and in a less desirable location).

Ms. French & Ms. McCaffrey supported continuing the discussion of integrating show sections.

Mr. Hockin questioned whether integrating the show better serves the public or only serve the interests of one special interests group at the expense of better service to the public. Mr. Hockin stated that people do not want to walk the whole show to find an item.

Ms. Heising responded to Mr. Hockin's comment regarding serving the public and stated it would better serve the public by integrating the show; it's an Arts and Crafts show, not two separate shows. Ms. Heising stated that by not integrating the show it would serve an interest group, namely the Arts section.

5. Bridge Replacement Project –For Discussion

Mr. Bryan stated that Project Manager, Adam Hendel reported that changes are coming in the month of August. Banners will be printed and can only be setup on show days. Mr. Bryan stated that he has received several complaints regarding other signs along Cabrillo Boulevard.

NEW BUSINESS

1. Plan for upcoming Advisory Committee Election – For Action

Mr. Bryan presented the nomination form and stated that the Advisory Committee will have one open Arts Section Committee member position and one Crafts Section Committee member position to serve on the Advisory Committee. Mr. Bryan reported that both Ms. Dannehower and Mr. Longo are at the end of their term and if nominated, they are both eligible to serve one more term.

Motioned Seconded and Carried unanimously to approve the August 2015 nomination form.

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

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Briggs	Katlyn	Crafts	New	Lighting Sconces	3-0	
Herbert	Michael	Crafts	New	Paintings	3-0	
Hillenbach	Janice	Crafts	Addition	Sea Glass Jewelry	3-0	
Landraeu	Margaret	Crafts	Addition	Wands with beads	3-0	
Martini	Mike	Crafts	New	Woodworking, Wood Carving	No Show	
Miller	Kathryn	Crafts	New	Wood & Stone Boxes	3-0	Stones cannot be sold separately.
Mullins	Victoria	Crafts	Re-join	Ceramic Bells, Trivets & Cactus	3-0	
Shi	Jun	Crafts	Addition	Necklaces	3-0	
Stuart	Candice	Crafts	Addition	Painted Pillows & Handbags	3-0	
Stucky	Mark	Crafts	New	Photography & Cards	3-0	
Troy	Maureen	Crafts	New	Abstract Acrylic Paintings	3-0	
Visbal	Mark	Crafts	Addition	Photography	3-0	