



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

**Tuesday, October 13, 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 6:03pm**

**ROLL CALL**

Marilyn Dannehower had an excused absence.

**SCREEN NEW MEMBERS**

**Committee**

Ed Schmitz - Arts - Present  
Jim Hockin – Arts – Present  
Marilyn Dannehower - Crafts -Excused  
Rebecca Plum – Crafts - Present

**Staff**

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

**1<sup>st</sup> Alternate Members**

Charlotte Barnard – Crafts - Present

**2<sup>nd</sup> Alternate Members - Open**

**Member At Large - Open**

**CHANGES TO AGENDA**

Jason Bryan suggested moving New Business Item 2 to the beginning of the meeting.

**NEW BUSINESS**

**2. Presentation of Cristy Hamilton's 2<sup>nd</sup> Draft Arts & Crafts Show Video – For Action**

Cristy Hamilton presented the video. Ms. McCaffrey and members of the public support the video. Ms. Hamilton stated that the video can be used for people to share worldwide. Ms. McCaffrey suggested adding the show's URL address. LeeAnne French suggested adding footage on the items sold at the show. Charlotte Barnard suggested adding a collage of items sold at the show. Eric Whitney supports the simplicity of the video created by Ms. Hamilton and could see a future series of videos to follow. Jim Hockin would like to see representational icons of items sold. Ms. Barnard suggested hiring a marketing firm to share the videos. Mr. Bryan will ensure that Visit Santa Barbara and the Chamber of Commerce have links to digital media.

Motioned Seconded and Carried unanimously to add the Arts & Crafts Show URL on the video.

Motioned Seconded and Carried unanimously to investigate professional marketing pricing to share the video.

## **PUBLIC COMMENT**

None

## **CONSENT CALENDAR**

1. **Approval of Minutes of the September 8, 2015 Meeting - For Action (Attachment)**  
Motioned Seconded and Carried Unanimously to approve the September 8, 2015 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**

Mr. Bryan stated that the potential rule change moves the problem to an earlier time and the show does not have jurisdiction of setting up until 6am.

Mr. Hockin stated that he would not have put much effort into preparing the potential rule change statements he presented if would have known that the show does not have jurisdiction to setup or park vehicles until 6am. Mr. Hockin recommended the show drop this agenda item.

Ed Schmitz stated that nothing will change without consistent enforcement of the show rules and penalties for the violators.

Ms. Barnard stated that there is a lot of bullying at the show and that that is not what the show should be displaying to one another or the public.

Helen Heising stated that the rule needs to be made clear, and that “No activity is permitted in the park prior to 6am” could be added to the current rule for clarification. She stated that not everyone understands the rule as currently written, and that there are problems at 6am, and no monitor present to resolve them.

Mr. Schmitz stated that there is no need to rewrite or add language to the rule.

Trisha Dalziel stated that show members are not abiding by the rules and show members do not want to flip a coin for a space.

Mr. Bryan stated that this will start with an education campaign; each show member will receive a hand delivered letter with in-depth explanations of the rules. There will be consistent rule enforcements and random spot checks where members will be cited if they violate the space claiming rules.

Mr. Hockin suggested having a space assignment meeting before every Saturday show and using a lottery system to assign spaces. Ms. Barnard supports the lottery system placement suggestion.

Motion Seconded and Carried unanimously to table this agenda item and enforce rules.

2. **Advertising Report**
  - a. **Consider participating in the K-Lite holiday radio promotion– For Action**  
Mr. Bryan presented the information from K-Lite radio promotions. The committee approved Option 1: 48,30-second spots and 15,15-second spots; total of 63 spots for \$2,208.00

Motioned Seconded and Carried with Ed Schmitz abstaining to move forward with the K-Lite option 1 radio promotion.

**b. Review performance of social networking efforts and websites. – For Discussion**

Mr. Bryan praised Trisha Dalziel for her efforts in updating the show's Facebook page and sharing pictures of artists and their work.

**3. Review language on B.5 for screenings – For Discussion**

Mr. Hockin read his prepared statement presented at the 9-8-15 Advisory Committee Meeting.

Claire Weber stated that the show is not foreseeing the collateral damage to make changes to the rules. Ms. Weber stated that we do not know the history on why rules were created and suggested leaving rules as they are currently written.

Ms. Heising stated that the board has been discussing this item for several months; she recommended keeping the two rules as they are currently written.

Mr. Whitney stated that the screenings are the most important part of the meetings and should be hard. He stated that the board is scrutinizing the show by allowing non-approvable items at the screenings.

Judith McCaffrey stated that Section B, Qualification to the Show, is the primary rule for the show. Ms. McCaffrey suggested leaving the rules as they are currently written and educating board members on screenings.

Ms. Plum asked whether having new committee members that are not clear with the screening rules and procedures are a problem to the screenings.

Mr. Bryan stated that he has witnessed committees' going back and forth between B.5 and B.12. and stated that this topic is a valid process for recommendations.

Ms. McCaffrey asked for screening examples where there has been confusion in screening in items. Ms. McCaffrey stated that she never had a problem with either rule when she managed the show for 12 years. Mr. Bryan gave examples on hair barrettes and recycled glass lamps.

Motion Seconded and Carried unanimously to table this item and leave rules B.5 and B.12 as they are currently written.

**4. Updates Bridge Replacement Project –For Discussion**

Mr. Bryan reported that Mr. Hendel announced that the spaces adjacent to the creek are projected to be lost in November. The show's brass marker numbers are currently being remapped and the show line is four marker numbers short; the elbow-shaped parcel will be used to skip these four maker numbers.

**5. Discuss the possibility of re-mapping the Crafts section so all spaces are 15 feet wide – For Discussion**

Motion Seconded and Carried unanimously to table this item until the bridge construction is complete.

**NEW BUSINESS**

**1. Confirm Victoria Mullins' placement in Crafts section handicap space 197-199 - For Action**

Motion Seconded and Carried to assign Victoria Mullins in handicap space 197-199 in the Crafts section.

**2. Presentation of Cristy Hamilton's 2<sup>nd</sup> Draft Arts & Crafts Show Video - For Action**

(New Business Item 2 was moved to the beginning of the meeting.)

**3. Discuss Weather Day Rule - For Discussion**

Mr. Bryan presented the weather day staff report option from 2004. Ms. McCaffrey stated that the weather day staff report was implemented due to seven consecutive severe weather days. Ms. McCaffrey stated that this is a timely project and would require a 2/3 vote of the membership.

Ms. Heising stated that the board needs to consider the correlation between the unpleasant situation of how spaces are claimed on Saturdays, and getting show member interest in voting for the weather-day Saturday proposal. She felt that a large number of show members, including herself, do not show on Saturdays anymore, because of this problem. Without addressing this, many show members are not likely to vote for adding more Saturday shows, and a 2/3 vote of the membership is required to pass it.

Motion Seconded and Carried unanimously to pursue the weather day rule with drafted language from management.

**STAFF REPORTS**

**1. General Correspondence**

- Email from Jeff Kennedy regarding staff response.
- Email from Jeff Kennedy with Jason Bryan's response to the advertising fund.
- Email from Lyn Gianni and Tony Longo regarding Independent ad.
- Email from Lyn Gianni regarding Newspress ad.
- Email from Lyn Gianni regarding logo.
- Email from Jeff Kennedy regarding logo.
- Email II from Jeff Kennedy regarding logo.
- Email from Michael Beickel regarding logo and public using bushes as bathrooms.
- Email response to Tony Longo's regarding the bridge construction timeline.
- Email from Jeff Kennedy praising show monitor during weather day vote.
- Email from Jeff Kennedy regarding weather day consideration.

**ITEMS FOR November 10, 2015 MEETING**

- Mr. Bryan will report that updates from the Chamber of Commerce Flat Maps.
- Sign update.
- Saturday show space claiming process, rules, guidelines and penalties.

**ADJOURNMENT 9:13pm**

**Next Regular Meeting: Louise Lowry Davis Center  
Tuesday November 10, 2015**

**Santa Barbara Arts & Crafts Show  
Artist Screening List Results  
October 13, 2015**

<b>Last</b>	<b>First</b>	<b>Section</b>	<b>New Addition Rejoin</b>	<b>Description</b>	<b>Decision</b>	<b>Cautions</b>
Cable	David	Crafts	New	Handcrafted Tables & Benches	4-0	No dominant commercial components.
Chessmar	Brian	Crafts	New	Sculptures	4-0	No cast pieces.
Doherty	Katy	Crafts	New	Handcrafted Jewelry	No Show	
Faulkner	Bob	Crafts	New	Photography	4-0	Must print on own printer.
Liechti	Lincoln	Crafts	New	Cartoon Paintings & Pen Drawings	4-0	
Sloan	Claudia	Crafts	New	Multi Media, Drawings, Watercolor, Paintings	4-0	No prints of original paintings.
Weddle	Kim	Dual	Addition	Photography on Wood	4-0	