



**CITY OF SANTA BARBARA**

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

**Tuesday, April 12, 2016**

**Louise Lowry Davis Center  
1232 De La Vina Street**

**Screen New Members: 6:15 – 7:00 p.m.  
Regular Meeting: 7:00 - 9:00 p.m.**

**MEETING MINUTES**

**CALL TO ORDER 6:17pm**

**ROLL CALL**

**Committee**

Ed Schmitz – Arts (Chair), present  
Jim Hockin – Arts, present  
Marilyn Dannehower – Crafts, present  
Charlotte Barnard – Crafts, present

**Staff**

Jason Bryan - Senior Recreation Supervisor

**Parks & Recreation Commission Liaison**

LeeAnne French, not present

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

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

**Member At Large - Open**

**SCREEN NEW MEMBERS**

**CHANGES TO AGENDA**

None

**PUBLIC COMMENT**

None

**CONSENT CALENDAR**

**1. Approval of Minutes of the March 8, 2016 Meeting - For Action (Attachment)**

Change new business Item 1 to add that Ms. Barnard suggested dual crafts members be allowed to display 50% of their items as functional crafts items in the Arts section. Correct the spelling of Jim Koorey's name in public comment.

Motioned, seconded and carried unanimously with the above corrections.

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

Jason Bryan presented the statistics report.

**OLD BUSINESS**

**1. Discuss the possibility of establishing a Saturday space assignment system**

Jason Bryan stated that several show members indicated that the originally proposed Saturday assignment system would be supported if the initial space assignment meeting was based on attendance on Saturday shows, not Sunday shows.

Jim Hockin expressed concern about including text in the rules that were specific to the first space assignment meeting, which was proposed to be based on attendance of

Sunday shows for six months. Mr. Hockin suggested that this one-time process be changed or otherwise not be reflected in the rules.

Ed Schmitz suggested that one quarter of Sunday attendance is all that's required for the proposed rule G.5 change - not two quarters.

Since the March meeting, Marilyn Dannehower researched another option for Saturday assignments of using a web service called SignUpGenius. This web service could manage Saturday show assignments in a system very different than the rule revision being considered: The proposed alternative web system would allow members to register online for pre-defined spaces on a specific day the week before each holiday show. This new system would not have ongoing space assignments or give priority to members based on attendance or seniority. SignUpGenius would allow members to know which space they will get in advance, which may increase Saturday participation and make space claiming much less confrontational. Ms. Dannehower gave a demonstration of SignUpGenius.

There are 4 options being considered for a Saturday space assignment system:

1. Use the original draft rule change that used 6 months of Sunday attendance and seniority to determine the order for space selection at the first meeting.
2. Use the draft rule change and base the first meeting on 3 months of Sunday attendance, not 6 months.
3. Use the draft rule change and base the first meeting on Saturday show attendance instead of Sunday attendance
4. Use SignUpGenius as a method of assigning spaces ahead of time to prevent in-person confrontations in a system where all show members have equal opportunity to spaces regardless of attendance and seniority.

The board discussed the merits and detriments of each option, then opened the topic for public comment.

Helen Heising suggested that members participate in Saturday shows because they want to make money – not because of attendance requirements. Helen heard from members that the proposed system is too labor-intensive. Ms. Heising supports SignUpGenius because it is similar to the existing system and addresses space-claiming confrontation issues.

Eric Whitney stated that he thought it was premature for this topic to be an action item on tonight's agenda—particularly with new ideas being presented. Mr. Whitney was concerned about the level of complexity SignUpGenius added from a staff perspective. Eric suggested that this topic is so important that it should to be taken to a vote of the entire membership. Mr. Whitney suggested that we proceed with caution because we cannot fix all the show's issues through more regulation.

David Draeger stated that he would support either system for establishing a Saturday space assignment system.

Nicole Horstin wanted a way of knowing in advance where she would be setup on Saturdays to communicate with customers. Ms. Horstin was also concerned about palm trees that would not allow for pop-up tents used by herself and many other members.

Janice Hillenbach wanted a consistent assigned space and noted that so much space was lost to the construction area.

Leah Homem supported assigned spaces on Saturdays, but was concerned about the flipping rule continuing to cause problems. Ms. Homem witnessed problems with the coin-flip on both Sundays and Saturdays.

Claire Weber relayed a comment from another show member that to make it equitable, the only Saturday assignment system that would work is a lottery.

Janice Hillenbach suggested making every other space arts with crafts in between.

This item was brought back to the board to discuss. Jason Bryan shared staff concerns of having a vote of the entire membership. Although the department generally wants show decisions to be made by the Advisory Committee, staff understands that this is a significant change being proposed. If a vote of the membership took place, it should mirror other major elections where pro and con statements are presented before a confidential ballot.

Responding to suggestions that the originally proposed rule change would be a burden to members, Ed Schmitz stated that members would only need to attend one space assignment meeting and keep their attendance up.

This item will be continued to next month for further discussion.

## **2. Advertising Report**

Jason Bryan shared that there is not a staff report at this time on the show's request for signs, but this item will remain on the agenda until a report is ready.

Marilyn Dannehower questioned what the timeline is for signs and if the department's sign replacement budget could cover the cost an interpretive/informational sign in the area near Stearns Wharf. Jim Hockin shared that he read from the Parks and Recreation Commission material that it sounded like there may be movement in May on signs.

Marilyn Dannehower requested additional vinyl signs to attach to construction fencing on show days.

## **3. Discuss using the advertising fund to create promotions to help during bridge construction.**

Motioned, seconded and carried unanimously to combine this item with New Business Item 1.

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

Jason Bryan provided a brief update on the bridge project indicating that the project is reported to be on-schedule and that demolition of the south side of the bridge is the next major milestone.

## **5. Discuss changes to the coin-flip rule – For Discussion**

Marilyn Dannehower, Charlotte Barnard and Jim Hockin supported modifying the rules to allow spaces to be reserved prior to 6:00 am. The committee asked that the following rule revision be placed as a discussion item for the May meeting:

H.1 Assigned spaces are valid until 10am. Permit holders may set up in the unsigned assigned area after 10am or in the unassigned area any time after 6am. Permit holders may not set up prior to 6am. Only one space may be reserved at a time. When two permit holders arrive simultaneously at the same space with the intent of reserving that space, the tie will be settled with a coin flip.

David Draeger suggested that having assigned spaces on Saturdays will address much of the issues related to this topic.

Jason Bryan stated that there is no legal parking in the area prior to 6:00 am and the department does not want to encourage activity related to the show prior to that time. Mr. Bryan suggested that a new rule establish a time when spaces could start to be reserved or else members will eventually camp out the night before show days.

Helen Heising shared that if a specific time was stated when spaces could be reserved, it would just move the problem from 6:00 am to that new time. Ms. Heising also suggested that the rule reflect that the artist must be present the entire time and not allow members to mark a space then leave.

This item will be continued to next month.

## **NEW BUSINESS**

### **1. Receive a report from the advertising Ad-Hoc Committee.**

Ed Schmitz and Marilyn Dannehower met twice since the last meeting to discuss this advertising suggestions and options. The following topics were discussed:

1. Setup a visitor survey asking how visitors learned about the show and what media they use.
2. Consider suspending ongoing print advertising.
3. Consider occasional large ads in print publications in lieu of ongoing small ads.
4. Marilyn Dannehower approached 7 funk zone businesses that were receptive to displaying post cards and small posters in their stores.
5. The Visitors Center provided a map of the Funk Zone – Ms. Dannehower is contacting the map publisher to see if we could be included on future maps.
6. Marilyn Dannehower suggested expanding the show's listing on the Chamber directory.
7. Weekly submission to the independent to give more descriptive language for their calendar.
8. Marilyn Dannehower suggested participation in Chamber of Commerce mixers and display work at those events.
9. Marilyn Dannehower also learned about Chamber breakfast networking opportunities.
10. Rack Cards and Post Cards were given to the Visitor's Center to re-stock supplies.
11. The show's Facebook presence can be improved – Ed Schmitz will research and report on this topic at a future meeting.
12. Marilyn Dannehower contacted Visit Santa Barbara to provide information they can distribute to groups visiting Santa Barbara.
13. The Chamber of Commerce has a new organization called "Hospitality Santa Barbara" providing information to hotels and restaurants in Santa Barbara on a weekly basis.

Recommended a permanent Ad-Hoc committee to ensure programs continue.

Marilyn recommended that if we work with the Independent in the future that we work with their editorial staff to get content in addition to paid advertisement.

Motioned, seconded and carried unanimously to suspend paid advertising in the Independent.

1. **Review a request for Accommodation from Mette Julian to allow her to share her space assignment to address specific needs as allowed by rule G.7**  
Jason Bryan reported that show member Mette Julian submitted an accommodation request to share her space for medical reasons. Ms. Julian's previous accommodation requests were reviewed by a staff nurse; Mr. Bryan felt this accommodation request was reasonable and recommended that the committee approve it. Mr. Bryan stated that rule G.7 requires quarterly re-authorization from the Advisory Committee on requests to share spaces. Motioned, seconded and carried unanimously to approve Ms. Julian's request to share her space assignment for the next quarter with a member of her choosing who is willing to provide support.

## **STAFF REPORTS**

1. **Report on section association for members who left the show in the last quarter – For Discussion**  
The committee requested information on the 11 members who left the show in the last quarter and if the members leaving the show were Arts section members effected by the bridge project. Jason Bryan presented a report indicating the members leaving the show reflected the ratio of the show's membership with two thirds of the leaving members selling functional items.
2. **General correspondence – For Discussion**
  - a. Cabrillo Boulevard Bridge Replacement April email update
  - b. Email from Jeff Kennedy regarding March meeting public comment on rule D.7 (dual permit rule)
  - c. Email from Jeff Kennedy regarding temporary pedestrian bridge and bridge construction
  - d. Email from Jim Koorey regarding a Saturday space assignment system
  - e. Email from Jim Koorey regarding return of the Sabado shows
  - f. Email from Elizabeth Puetz regarding on-street parking in the Crafts section
  - g. Email from Kristina Goodwin regarding on-street parking in the Crafts section
3. **Scheduling for the April 10<sup>th</sup> Space Assignment Meeting – For Information**  
If Sunday, April 10<sup>th</sup> is declared a rain-out day or an unreasonable weather day, the space assignment meeting will be postponed an addition week to Sunday, April 24<sup>th</sup>.  
  
April 10<sup>th</sup> was not declared a rain-out day or an unreasonable weather day so the space assignment meeting was held on its original schedule.

**ADJOURNMENT: 9:10pm**

**Next Regular Meeting: Louise Lowry Davis Center  
Tuesday May 10, 2016**

**Santa Barbara Arts & Crafts Show  
Artist Screening Results  
April 12, 2016**

<b>Last</b>	<b>First</b>	<b>Section</b>	<b>New Addition Rejoin</b>	<b>Description</b>	<b>Decision</b>	<b>Cautions</b>
Bennett	Skyler	Crafts	New	Photography		Deferred to May
Chalfin	Adria	Crafts	Addition	Cold-pressed perfume oils	3-1	(Edward Schmitz objecting)
Chalfin	Adria	Crafts	Addition	Celtic Knotting	4-0	Commercial beads must be incidental
Dannehower	Marilyn	Crafts	Addition	Ceramic Beads	3-0	(Marilyn Dannehower recused)
Drew	Pretzel	Crafts	New	Jewelry	4-0	
Kazmerzak	Brad	Arts	Addition	Printing on metal	Report on studio inspection: Printing on metal approved	
MacKenzie	Emmy	Crafts	New	Lost Wax Cast Silver Jewelry, Fabricated Jewelry and enamels	4-0	
Masur	Gesine	Crafts	New	Jewelry	4-0	Must create casts from scratch. Commercial beads must be incidental. Chains must be incidental.
Moghaddam	Amir	Crafts	Re-Join	Paintings	4-0	
Pluhar	Jim	Crafts	Addition	Resin Magnets	0-4	Not allowed per rule B.12 (shells were not substantially altered)
Pluhar	Jim	Crafts	Addition	Pounded Copper Pendants	4-0	
Rickman	Alix	Crafts	New	Mosaic Art		Deferred to May
Samler	Russell	Crafts	New	Paintings	4-0	
Whitney	Eric	Crafts	New	Chainmaille Jewelry	4-0	

## Current Show Membership and Statistics: April 2016

### Membership as of 3/30/16

Arts 56 (of 90 spaces)

Crafts 122 (of 180 spaces)

Total: 178 There have been an increase of 3 member since March 2016

Date	Attendance	
4/3/2016	126	71%
4/10/2016	83	47%
4/17/2016	133	75%
4/24/2016	126	71%
<b>Average</b>	<b>117</b>	<b>66%</b>



**City of Santa Barbara**  
Parks and Recreation Department

**Memorandum**

**DATE:** March 16, 2016

**TO:** Arts and Crafts Show Advisory Committee

**FROM:** Jason Bryan, Senior Recreation Supervisor

**SUBJECT:** RESEARCH ON MEMBERS RECENTLY DROPPED FROM THE SHOW

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Staff reported at the March 8<sup>th</sup> Arts and Crafts Show Advisory Committee meeting that there has been a decrease of 11 members in the past quarter and that all of the members who left the show were from the Crafts section. The Committee asked staff to research if the past members were fine artists placed in the Crafts section due to the construction project or if they would have been placed in the Crafts section.

Staff found that seven of the artists would have been placed in the Crafts section because they sold functional items, three would have been eligible for Arts section and the final member sold photographs and cards – without cards, they could have been eligible for the Arts section.

The loss in members closely aligns with the ratio of the show where 68% of members are in the Crafts section and 32% are in the Arts section.