



## CITY OF SANTA BARBARA

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

Tuesday, July 12, 2016

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: 6:00 PM**

#### ROLL CALL

##### Committee

Jim Hockin, Chair - Arts - present  
Marilyn Dannehower - Crafts - present  
Charlotte Barnard - Crafts - present

##### Staff

Jason Bryan - Senior Recreation Supervisor - present  
Dana Simpson - Recreation Specialist - present  
**Parks & Recreation Commission Liaison**  
(vacant)

1<sup>st</sup> Alternate Members - Open  
2<sup>nd</sup> Alternate Members - Open

**Member At Large** - Open

#### SCREEN NEW MEMBERS

##### CHANGES TO AGENDA

Introduction of Dana Simpson. Ms. Simpson is a Recreation Specialist who will be supporting the Arts and Crafts Show and special projects.

##### PUBLIC COMMENT

Rebecca Plum read a statement to the Committee. Ms. Plum is leaving the show due to stressful encounters with fellow vendors. She wanted to know the procedures for addressing bullying, intimidation, and design copying.

Marilyn Loperfido raised concerns about behavior among Crafts section members and supported further review of policies regarding design copying.

Margaret Landreau recommended that artist screenings be attended by the Advisory Committee only.

##### CONSENT CALENDAR

- Approval of Minutes of the June 14, 2016 Meeting - For Action (Attachment)**  
Motioned, seconded and carried unanimously to approve the minutes of the June 14, 2016 meeting with the following corrections: 1). page 1, change name spelling to Claire Weber 2). page 2, Old Business item 1, change "the space claim will be resolved with a coin flip" to "the space claim will respectfully be resolved with a coin flip" on the proposed H.1 rule change.

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

Jason Bryan presented the statistics report.

## OLD BUSINESS

### 1. **Recommend a change to rule H.1 defining how spaces are claimed on regular show days- For Action**

Helen Heising asked for clarification on “staying present,” which was explained as present at one’s space.

Motioned, seconded and carried unanimously to approve changes to rule H.1 defining how spaces are claimed on regular show days.

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. For any available space, the first permit holder who arrives and remains present at that space with his or her permit displayed may claim that space at 6:00 a.m. If two or more permit holders arrive at that space at exactly the same time, the space claim will respectfully be resolved with a coin flip upon arrival. Only one space may be reserved at a time. ~~Space claiming ties will be settled with a coin flip at 6 a.m.~~ (note: the remainder of rule H.1 had no proposed changes)

## 2. **Advertising Report**

### a. **Update on Cabrillo Boulevard Signs – For Discussion**

Jason Bryan reported that the Sign Ordinance Committee will review recommended permanent design standards on July 27th.

### b. **Consider participating in the K-Lite holiday music ad campaign – For Discussion**

Jason Bryan has received and reviewed a proposal from K-Lite for 144 radio spots at the cost of \$2,944. Script will be created by K-Lite staff. Mr. Bryan recommend additional options be considered.

Charlotte Barnard suggested a cost analysis be completed since multiple advertising channels are being pursued.

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

### a. **Consider approving a print ad campaign in The Sentinel: 12 issues ¼ page color ads for \$2,100 – For Action**

Marilyn Dannehower proposed the launch of a 6-month program with The Sentinel. Advertisements will be prepared by Sentinel staff. In addition, several artist spotlights and a cover story about the Show will be published. The paper has a bi-monthly print issue and online platform. Ms. Dannehower noted that Funk Zone businesses have found advertising with The Sentinel increased audience and sales.

Charlotte Barnard stated that the Show has suffered from the bridge construction project. Ms. Barnard added that The Sentinel supports small businesses, local arts and community programs and focuses on local events. This will begin an important partnership.

Ms. Dannehower encouraged members to submit images for marketing purposes and those interested in being profiled in The Sentinel should contact the Advertising Committee.

Eric Whitney explained that he reads the online paper and has found it to be a user friendly site.

Marilyn Loperfido supported the print ad campaign.

Motioned, seconded and carried unanimously to approve a print ad campaign in The Sentinel for 12 quarter page color ads for \$2,100.

Ms. Dannehower reported that the survey postcards should be distributed to Show visitors; Funk Zone maps are done; artwork is needed for Funk Zone posters; and more Visitor Center rack cards are needed.

Members interested in supporting the advertising Ad-Hoc committee can contact Ms. Dannehower.

Charlotte Barnard acknowledged Ms. Dannehower for her hard work on the advertising plan.

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

Jason Bryan reported that the bridge replacement project is anticipated to conclude in early 2017. The next phase will be construction on the south side. Mr. Bryan is working with Adam Hendel, supervising civil engineer to develop appropriate Show signage. One idea would be a plastic sign that can be Velcro-ed. The primary location for these signs will be on construction fencing and will shift as project proceeds.

Marilyn Loperfido shocked that there is no sign at the juncture of State and Cabrillo Blvd and would like to see improvements to how the project looks.

Jason Bryan responded that the fencing material limits sign options.

Charlotte Barnard added that the traffic impact is difficult.

**NEW BUSINESS**

**1. Approve the ballot for the upcoming Advisory Committee election – For Action**

Jason Bryan stated that Jim Hockin and Charlotte Barnard are leaving the Committee when their terms expire at the end of the month. Nominations for the open positions have been received. Write-ins are welcome and will be considered, assuming at least two votes are filed.

Marilyn Dannehower acknowledged that nominee Nicole Horstin was in the audience.

Marilyn Loperfido expressed appreciation to Jim Hockin and Charlotte Barnard for their service.

Motioned, seconded and carried unanimously to approve the ballot for the upcoming Advisory Committee election.

**2. Approve the membership poll for a Saturday space assignment system – For Action**

Jason Bryan explained the three options under consideration for the Saturday space assignment procedure. The options are to follow the Sunday procedure, to use SignUpGenius or to keep current process. A nonbinding poll will be conducted to receive input from Show members. Polling ends July 28<sup>th</sup>. Board members have prepared a statement of pros and cons regarding each option. It is hoped this will provide adequate background information.

David Cable suggested revising “discriminate against” to “may disadvantage” in Option 1.

Marilyn Loperfido suggested that “attendance and seniority” be added to Option 1.

The URL for Sign Up Genius should be added.

Eric Whitney explained that pro and con statements are intended to spark interest and provide information and not be a complete list of considerations.

Motioned, seconded and carried to approve the membership poll with the edits discussed.

**3. Approval of an annual report to the Park and Recreation Commission – For Action**

Jason Bryan presented a draft annual report based on the format used in previous years. Mr. Bryan's report noted that the department-wide review of sign policies continued to delay approval of signs for the Show.

Marilyn Loperfido noted that the bridge construction project has impacted the income of members and membership numbers.

Eric Whitney observed that tourism has drastically reduced.

Jim Hockin advised that the report identify a reduction in member income and morale has occurred due to reduction in tourist traffic at the waterfront.

Motioned, seconded and carried to approve annual report to the Park and Recreation Commission with edits.

**STAFF REPORTS**

**1. General correspondence – For Discussion**

- a. Email from Claire Weber regarding 2-14-16 incident
- b. James Siebert Obituary

**2. Citations, Complaints and Incidents – For Discussion**

- a. **Rebecca Plum Warning**
- b. **Amir Moghaddam 1-week suspension**

Marilyn Loperfido recommended that additional write-ups be completed when behavior and interactions warrant them.

Jim Hockin stated that compliant forms can be completed at any time and are the responsibility of all members.

Janice Hillenbach reported that rumors are being spread.

Jason Bryan explained that all citations are investigated and, when necessary, Staff completes further review and action.

Marilyn Dannehower recommended follow-up from Staff to the individual who submits a compliant form.

**ITEMS FOR JULY 12, 2016 MEETING**

Clarification requested about length of time Committee members cannot serve after two consecutive terms.

Discussion requested of Code of Conduct guidelines.

**ADJOURNMENT 9:00 pm**

**Next Regular Meeting:**      **Louise Lowry Davis Center**  
***Tuesday August 9, 2016***