



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

Tuesday, September 13, 2016

Louise Lowry Davis Center
1232 De La Vina Street

Screen New Members: 6:30 – 7:00 p.m.
Regular Meeting: 7:00 - 9:00 p.m.

MINUTES

CALL TO ORDER

6:31 PM

ROLL CALL

Committee

Nicole Horstin – Crafts, Present
Marilyn Dannehower – Crafts, Present
Tony Longo – Arts, Present
Aundrea Tavakkoly – Arts, Chair, Present

Lisa Brown – Crafts Alternate Present

Staff

Jason Bryan - Senior Recreation Supervisor,
Present
Dana Simpson – Recreation Specialist, Present
Parks & Recreation Commission Liaison

Member At Large - Open

SCREEN NEW MEMBERS

CHANGES TO AGENDA

None

PUBLIC COMMENT

None

CONSENT CALENDAR

1. **Approval of Minutes of the August 9, 2016 Meeting - For Action (Attachment)**

Moved, seconded and carried unanimously with the following two changes:

New Business, Item 4: Change “Marilyn Dannehower asked if the Committee can determine when the line has been crossed and a Code of Conduct violation has occurred” to “Marilyn Dannehower asked if the Committee can work in conjunction with Staff to determine when the line has been crossed and a Code of Conduct violation has occurred.”

New Business, Item 4: Change “Helen Heising asked if monitor notes are a record of violations and considered a warning or citation” to “Helen Heising asked if monitor notes are considered evidence in support of a warning or citation that has been written.”

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

The current membership total is 170 members with a reduction in 4 members. Two members have changed sections from Crafts to Arts. Average weekly attendance is at 70%.

OLD BUSINESS

1. Recommend a change to rule H.1 defining how spaces are claimed on regular Show days- For Discussion

Jason Bryan reported that a response from management has been received and will be presented to the Committee at the October 11th meeting.

Anthony Longo questioned why space claiming starts at 6 AM and not 8 AM.

Claire Weber shared that it takes her a full 2 hours to setup so a later start time might be difficult for members.

Eric Whitney noted that Craft members with assigned spaces begin setting up at 6 AM.

Marilyn Dannehower added that members are not able to park before 6 AM.

2. Advertising Report

a. Update on Cabrillo Boulevard Signs – For Discussion

Jason Bryan reported that a professional sign consultant has been hired to begin the next phase, which includes designing the signs. A mockup with revisions provided by the Committee at the last meeting will be presented to the Committee at the October 11th meeting. Final installation is planned for next spring.

Charlotte Barnard made two edits to the sign language: delete “piece of” and revise to “Show is living history, highlighting” and delete the comma in the schedule text.

Helen Heising would like the middle text to be centered.

Anthony Longo would like to adjust the schedule text in parentheses to read “Saturdays of holiday weekends.” He suggested that the longer description include reference to handmade by local artists living in Santa Barbara County.

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

a. Consider the KLITE counter-proposal for a \$1,000 campaign during their holiday music programming December 2-17, 2016 – For Action

Marilyn Dannehower explained the proposal is for 26 spots with an additional 26 spots at no charge due to governmental affiliation. With continuous holiday music from Thanksgiving to Christmas, KLITE is a popular station during the holiday season and will be heard in many offices and businesses.

Moved, seconded and carried unanimously to accept proposal from KLITE.

Ms. Dannehower completed survey postcards for visitors to her booth at the last Show and found it worked well.

A half-page flyer with QR codes linked to the Show’s website and listings on Yelp, TripAdvisor and Facebook is being developed. Customers can scan these codes with a smartphone and post a review immediately.

When more press releases and artist spotlights are completed, outreach to the Santa Barbara Chamber of Commerce Regional Business Alert will resume.

The first of three Show posters is finished. Twenty-five posters will be distributed in the Funk Zone.

Anthony Longo would like “Every Sunday” to be easier to read on the poster.

Ms. Dannhower reported that the next Santa Barbara Chamber of Commerce After Hours event will be held at the Deckers Corporation. These events are well attended by professionals in the restaurant and hotel industry. Ad-Hoc Committee will continue to approach event sponsors about promoting and involving the Show.

Advertisements and artist spotlights continue to be published in The Sentinel.

After reviewing rates from last year, it was reported that the Show paid \$375 per advertisement with The Independent.

Mr. Longo would like to see advertisements in a newspaper with greater circulation. He believes The Sentinel is not the best choice.

Ms. Dannehower reported that instructions to establish an artist's own Instagram or Facebook page have been drafted and will be shared with members.

Jason Bryan reported a quote of \$162 for a one-quarter page advertisement in The Voice, which has a circulation of 12,000 per week.

Eric Whitney suggested a change to the color of "Arts and Crafts" in the flyer. He also tested the QR codes and recommended more space between them.

4. Bridge Replacement Project Updates – For Discussion

No updates to report.

5. Define the length of time Committee members cannot serve after two consecutive terms – For Discussion

Jason Bryan presented draft text for the rule change.

O.2. To establish and continue to provide for overlapping terms of office, terms will vary in length from six (6) months to eighteen (18) months. Committee members shall serve a term of one year unless appointed for a shorter or longer term as stated above. Members shall not serve more than two (2) consecutive terms **with at least 12 months between the end of two consecutive terms and when a new term may begin**. Four of the six members of the Committee shall constitute a quorum for the purpose of transacting business.

Eric Whitney asked for clarification about the four members constituting a quorum. It was explained that Jason Bryan represents one of the four members, although he is a nonvoting member.

Revision to rule language was proposed as follows: Members shall not serve more than two (2) consecutive elected terms. A period of twelve (12) months must elapse before a member who has served two (2) consecutive terms can serve again, regardless of actual length of term served.

Marilyn Loperfideo reminded that an alternate is required to attend all meetings.

NEW BUSINESS

1. Review Requests for Accommodation – For Action

a. Request from Richard Paluch to share his space with Christopher Bojorquez.
This request has been reviewed by a staff nurse who recommends granting it.

An additional note was submitted from Mr. Paluch's doctor to recommend that he be assisted with loading and unloading.

Moved, seconded and carried unanimously to approve Richard Paluch's request for accommodation.

Staff would like to ask individuals with assigned handicap spaces who will not be in attendance to contact the monitor and inform her by 9 AM on Sunday by leaving a message on the monitor's cellphone (280-6299). This will assist in accommodating other handicapped artists at the Show with space claiming.

2. Develop Rule Language to Establish New Saturday Assignment System – For Discussion

In order to utilize an online system, a map of spaces will be developed and inputted into SignUp Genius. There will be access controls such as one log-in per member and registration will be authorized by Staff. A rule change is needed to proceed.

Marilyn Dannehower would like to see a special mock SignUp Genius event and an evaluation period of 3-months.

Aundrea Tavakkoly concerned about how spaces would be assigned if all those with approved accommodations signup.

Eric Whitney would like to understand what will happen if the online system is down. A clause might be appropriate that in this scenario the assignment system would default to the existing method.

Marilyn Loperfido does not imagine attendance increasing to the point that a Saturday show would extend past Garden Street.

Lisa Brown believes this online signup system has the potential to increase attendance and expand the Show past Garden Street.

Claire Weber would not consider a Saturday show in the past, but sees value in this signup system and might participate in more Saturday shows.

Marilyn Dannehower hopes this signup procedure will help grow the Saturday show.

Jason Bryan will return with necessary revisions to Show rules.

3. Repeat the Temporary Rain-Out Policy for Winter 2016 – For Action

Due to extreme weather predictions last winter, a temporary rain-out policy was approved. Since the bridge construction project continues to impact the Show, Jason Bryan reported that Staff will support approving these policies again for the winter of 2016.

Moved, seconded and carried unanimously that Staff extend this policy.

STAFF REPORTS

1. General correspondence – For Discussion

- a. Email from Kevin Gillies regarding space claiming.
- b. Email from Kevin Gillies regarding coin-flip rule.

2. Citations, Complaints and Incidents – For Discussion.

- c. Margaret Landreau complaint against Claire Weber and Janice Hillenbach
- d. David Sugich complaint against Jeffrey Kennedy
- e. Staff complaint against Leah Homem

f. Staff complaint against Lindsey Bridges

Advisory Committee will meet to review all violations at a special hearing on Wednesday, October 5th at 6 PM at the Louise Lowry Davis Center.

Margaret Landreau may be unable to attend and would like to request a September meeting date.

Marilyn Loperfido learned that a notification was sent on Friday to one of the listed members and believes this is not adequate notice.

ITEMS FOR October 11, 2016 MEETING

ADJOURNMENT

9:01 PM

Next Regular Meeting: **Louise Lowry Davis Center**
Tuesday October 11, 2016