



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

**Tuesday, December 13, 2016**

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

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

**MINUTES**

**CALL TO ORDER**

6:35 PM

**ROLL CALL**

Moved, seconded and carried unanimously to appoint Tony Longo to serve as Chair for this meeting.

**Committee**

Nicole Horstin – Crafts, Present  
Marilyn Dannehower – Crafts, Present  
Tony Longo – Arts, Present  
Aundrea Tavakkoly – Arts Chair, Excused  
Absence  
Lisa Brown – Crafts Alternate, Present

**Staff**

Jason Bryan – Senior Recreation Supervisor,  
Present  
Dana Simpson – Recreation Specialist, Present  
**Parks & Recreation Commission Liaison**  
Andria Martinez Cohen, Absent  
**Member At Large** – Open

**SCREEN NEW MEMBERS**

**CHANGES TO AGENDA**

**PUBLIC COMMENT**

Margaret Landreau addressed the need for more accessible parking near handicap spaces and stated the proposed changes to the H.1 rule will make it even more difficult for handicapped artists.

**CONSENT CALENDAR**

- 1. Approval of Minutes of the October 5, 2016 Special Meeting – For Action**  
Margaret Landreau offered two corrections to the minutes. To New Business Item 2., “Monitor notes” should be corrected to “Show records.” To New Business Item 3., Ms. Hillenbach played an “audio recording” and Ms. Homem played a “video recording.”

Tony Longo corrected his statement in item 2. He commented that “Rebecca Plum stated that she left the Show because of harassment.”

Motioned, seconded and carried unanimously to approve the minutes with the stated changes.

- 2. Approval of Minutes of the November 8, 2016 Regular Meeting – For Action**  
Motioned, seconded and carried unanimously to approve the minutes as written.

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

Jason Bryan reported that as of December 6<sup>th</sup>, there were 170 memberships. This month Don Warren passed away. Mr. Warren had been a member since 1974.

**OLD BUSINESS**

**1. Advertising Report**

Jason Bryan presented the advertising fund report, which included details about approximately \$7,000 in pending expenses. Contributions are made into the advertising budget every month through membership renewals.

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

Marilyn Dannehower reminded all members to continue to distribute visitor survey cards. Claire Weber and Eric Whitney organized a table for the Arts and Crafts Show at the special holiday Chamber of Commerce After Hours event last Thursday. Ms. Dannehower thanked them for their help and hard work.

Ms. Dannehower proposed that a future agenda item address the development of an artist agreement with parameters regarding when and where to drop off items and other guidelines. It can be very disruptive if members do not follow the procedures and arrive at a special event demanding to participate after everything is setup.

The Ad-Hoc Advertising Committee only has 5 members so more members are needed.

The current advertisement in The Sentinel will run for an entire month.

Members are encouraged to help distribute posters and other printed materials around town.

Online advertising sources like EdHat and Noozhawk will be reviewed in the new year and a quote for print advertising with The Independent will be obtained. Trade shows, such as Visit Santa Barbara and Chamber of Commerce, where art and craft items can be displayed, could be good options.

Ms. Dannehower concluded by stating that she told Mayor Schneider at a recent event that maintaining the temporary bridge will have a negative impact on the Show.

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

Jason Bryan reported that City Council supported the recommendation by Public Works to keep the temporary bridge as a permanent route for the beachway path. Mr. Bryan communicated to Public Works and Transportation staff the concerns of members of the Show about the impact of maintaining the temporary bridge. The design still needs to be developed and will require California Coastal Commission approval.

Marilyn Dannehower would like the City to designate some funds to mitigate the impact by purchasing additional signs to direct pedestrians to the Show.

Tony Longo asked about replacement of grass in the park area. Mr Bryan reported that he has been informed sod replacement was included in the bridge replacement plan.

Mr. Longo asked about the layout of new spaces. Mr. Bryan responded that the diagonal sidewalk behind the bathroom near the wharf may remain. It would provide another route to get pedestrians to the sidewalk. Conceptual plans are still being prepared.

Mr. Longo reminded that it is December and the project is to be completed by March. He asked when specifically the plans will be available.

Mr. Bryan added that, if the temporary bike path is retained, the 18-foot deep area where the beachway path was planned to return could become usable Show space.

Mr. Longo stated that the pylons used for the temporary bridge were very substantial. He believes the City has been misleading the public and never intended to use the bridge on a temporary basis.

**4. Develop guidelines for new Saturday space assignment system – For Discussion**

Jason Bryan revised the Saturday space assignment grid. Since it was last presented, the grid has been changed to have an equal number of 15 and 20 foot spaces. Mr. Bryan has identified the space boundaries (4 markers for a 15 foot space and 5 markers for a 20 foot space). The next step is to program SignUpGenius and run a test. The City will purchase a subscription to the software and will conduct educational efforts in January. Mr. Bryan expects to receive and review feedback from participants from the tests.

Marilyn Dannehower suggested that, after the first test is complete and feedback has been reviewed, a second test be conducted.

**5. Recommend a change to rule H.1 defining how spaces are claimed on regular Show days – For Action**

Below is the current wording:

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 2009 If both adjacent members desire the vacant space it should be shared equally. 12/2009, 11/2012

Below is the wording the Advisory Committee recommended to revise H.1:

H.1. Assigned spaces are valid until 10 a.m. Permit holders may not set up or reserve a space prior to 6 a.m. For any available space after 6:00 a.m., the first permit holder who arrives with his or her permit displayed may claim that space. If two or more permit holders are present at 6:00 a.m. or arrive at that space at exactly the same time after 6:00 a.m., the space claim will respectfully be resolved with a coin flip. Only one space may be reserved by a permit holder at a time. Once a member with an assigned space claims another space by placing their permit in said space, they forfeit any right to their assigned space for that day and it becomes

available to all Show members. If no other Show member claims their space, a member may return to their assigned space.

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

Tony Longo would like it to be restated that a member cannot return to their assigned space, if they have claimed another space.

Marilyn Dannehower stated that these rule changes are closing the loophole of how a member could claim another space and making a big change on how spaces are claimed.

Motioned, seconded and carried unanimously to approve the changes to H.1. Jason Bryan explained that staff will now forward for review the edited rule for approval to the Parks and Recreation Department. Mr. Bryan will report to the Committee when that review is completed.

## **NEW BUSINESS**

### **1. Begin planning for a 2-month exhibit at the Cabrillo Pavilion Arts Center for May and June 2017 – For Discussion.**

Jason Bryan suggested that members can begin discussing the specifics of this event. It is possible to have a reception. The last exhibit of Arts and Crafts Show members was beautiful and there were multiple sales during the exhibit. There will be no commission on sales for this exhibit.

### **2. Develop guidelines for transitioning members in Arts section with temporary reassignment after bridge construction – For Discussion**

Jason Bryan reported that when construction is completed, members who had an impacted space assignment will be able to return to their original space. These members may choose between their space before construction and their current space assignment.

Tony Longo would like to provide members time to understand how changes to the sidewalk will affect circulation to their spaces.

### **3. Renewal of contract with The Sentinel – For Action**

Marilyn Dannehower stated that our relationship with the editorial staff at The Sentinel has provided double exposure through both advertisements and articles. A future advertising contract could explore a reduced frequency of ads. The Sentinel supports local arts and focuses on the beach and Funk Zone neighborhoods, which means this is very targeted marketing.

Tony Longo understands that, if every member listed on The Independent's online calendar that they are selling at the Arts and Crafts Show, exposure and attention for

the Show would increase. He encouraged members to go online and post something to increase visibility.

Marilyn Dannehower understands that City staff is listing show dates on online event calendars.

Motioned, seconded and carried unanimously to approve that an advertisement run every month in The Sentinel with a budget cap of \$1,500.

**4. Begin the election process to fill the Committee position to be vacated by Marilyn Dannehower in February 2017 – For Discussion**

Jason Bryan will bring a sample nomination form to the Committee next month for approval.

**5. Consider if Christmas and New Year shows be administered as Saturday show or regular Sunday show – For Action**

Tony Longo commented that the Christmas show occurs on a Sunday and should be managed as a regular Sunday show.

Marilyn Dannehower imagined there will be limited attendance on Christmas Sunday and, with no monitor on duty, it will be difficult to put the gap rule into effect.

Motioned, seconded and carried with Tony Longo dissenting to administer Sunday, December 25th as a Saturday show and Sunday, January 1<sup>st</sup> as a Sunday show.

**6. Review Requests for Accommodation – For Action**

- a.** Review temporary reassignment of the handicap space, 'Marker 1 to bollard,' currently assigned to Susan Richards.

Jason Bryan reported that three members requesting a handicap space assignment were considered. Based on medical information, the nurse recommended that Leah Homem be given the temporary space assignment to space 'Marker 1 to bollard.'

Motioned, seconded and carried unanimously to approve the temporary assignment of Leah Homem to space 'Marker 1 to bollard.'

- b.** Review sharing of the space of Richard Paluch with Christopher Bojorquez approved on September 13, 2016.

Motioned, seconded and carried unanimously to approve the sharing of Richard Paluch's space with Christopher Bojorquez.

- c.** Review temporary disability status for Margaret Landreau approved on August 9, 2016.

Jason Bryan reported that new medical information was provided by Margaret Landreau and reviewed by the staff nurse who recommended that Ms. Landreau be given permanent handicap status.

Motioned, seconded and carried unanimously to approve the permanent disability status of Margaret Landreau.

