



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

Tuesday, April 11, 2017

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

6:30 PM

ROLL CALL

Committee

Nicole Horstin, Crafts – Present
Lisa Brown, Crafts – Present
Tony Longo, Arts – Present
Aundrea Tavakkoly, Arts, Chair – Present
Tim Cardy, 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

Tony Longo expressed that comments directed to Jason Bryan were not included in February's meeting minutes.

PUBLIC COMMENT

Claire Weber mentioned at the February meeting that if a member didn't make their own work, the penalty is automatic revocation of permit without refund of fee, and no opportunity to re-apply to the show. She looked into the rules and found the regulation in Section N. Penalties, Rule B.2.

Eric Whitney stated that rules are not being followed at the shows. Specifically, members are sharing spaces. He has observed this on numerous occasions. He does not wish to issue a complaint because it can result in a retaliatory situation, but he would like the monitor to be more aware.

Jason Bryan read rule G.6. "Any space may be shared with another specified attendee due to handicap or medical reasons only."

Lisa Brown inquired why the rule was made and asked if it created any harm when spaces are shared.

CONSENT CALENDAR

1. Approval of Minutes of the March 14, 2017

Motioned, seconded and carried with Tony Longo dissenting to approve the minutes as submitted.

Mr. Longo would like the minutes to be audio recorded and then transcribed by a non-City staff. He would like to see the meetings aired on CityTV.

Marilyn Dannehower remarked that minutes are sent 5 to 6 days in advance and should be read ahead by Committee members to move the meeting along.

2. Statistics Report

Jason Bryan reported that average attendance for the month of March was 79%.

OLD BUSINESS

1. Advertising Report

Jason Bryan reported there have been minimal changes since the November report. A total of \$3,650 has been allocated. The Show is a member of the Chamber of Commerce and dues increased slightly. The Chamber runs the Visitor's Center so membership allows the Arts and Crafts Show to be included on the flat map and the rack card display. The Show is also given networking opportunities with local businesses.

Tony Longo believed a flyer and advertisement on the in-hotel television channel would be an effective way to reach visitors.

Barbara Remick expressed that sales are not increased by cruise ship visits.

Mr. Longo would like to look into advertising directly to cruise ship operators.

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

Marilyn Dannehower reviewed recent Advertising Ad-Hoc Committee projects. The Committee is looking into trade show opportunities. Margaret Landreau has been writing articles, which are running at no charge, in every other issue of The Sentinel. A major new project is to develop a scholarship fund to connect the Show with the community and to get new members to join. The scholarship will support emerging artists and focus on younger artists. To be known as the Mark Hilley Fund for Emerging Artists, the scholarship program will be administered by a new committee. The Fund may need seed money from the Advertising Ad-Hoc Committee for advertising. The Committee had considered selling t-shirts to raise money, but City Staff will not support this because it would be against the rules.

Ms. Dannehower reported that the City is in support of extending a 50% discounted new member permit to minors.

Nicole Horstin is managing the Show's new Instagram account where she will be posting photographs with creative hashtags.

Ms. Horstin shared that the Advertising Ad-Hoc Committee is considering sponsoring a space at the I Madonnari Festival. Ms. Horstin suggested the 8x12 space for \$550. The Show's logo will be rendered in gradient color with some extra elements, including "Every Sunday" at the bottom. This will give back to the community because proceeds support the Children's Creative Project.

Tony Longo concerned that the new City signs will have a different logo and color scheme, and need to be tied in to be recognizable. He does not support I Madonnari because it would be a big expense for a single weekend. He would rather see an advertisement in The Independent. There are too many "ifs" this year and may support participation next year.

Ms. Dannehower added that smaller squares are available.

Marilyn Loperfido explained participation in the Festival would be three days of advertising, and working with the Children's Creative Project would tie in with current outreach to emerging artists. Memorial Day weekend used to be the highest attended show at the beach and in past years the attendance has dwindled. With thousands of people attending I Madonnari and potentially seeing the Show's square, many visitors could be attracted to both Saturday and Sunday shows at the beach. Ms. Loperfido viewed the square as similar to running an advertisement.

Lisa Brown believed using the logo is a good idea because it is easy to draw and recognizable.

Mr. Longo asked for the cost of the hotel rack cards. Jason Bryan reported that in the past the hotel rack cards were a large majority of the budget.

Aundrea Tavakkoly supported participating in I Madonnari and would consider a less expensive square.

Ms. Horstin attends every year and takes photographs of the pieces she loves. The Festival draws many people and visitors look at every single chalk painting.

Mr. Longo would like to know exactly how many visitors attend.

Ms. Dannehower summarized that this is a simple program. The square will support the Show, community, and a nonprofit. The artwork has been chosen and a non-Show member can do the artwork.

Ms. Loperfido would not recommend a smaller square size because it will not be as visible.

Mr. Longo supports a smaller square in the section with the kids' pieces.

Ms. Tavakkoly believes participating in the Festival may help change some of the negative perceptions about the Show and Show members. Artists in the Show cannot sell in galleries because of negative associations with the Arts and Crafts Show. Ms. Tavakkoly would like to see the Show a respected part of the community. The Festival offers both visibility and a promotional opportunity.

Moved, seconded and carried with Tony Longo dissenting to purchase an 8x8 square for \$375.

3. Bridge Replacement Project Updates

Jason Bryan presented a map of spaces (4-6, 7-9). The current utility box and signal box will be removed and replaced with a single box, which means one box has been eliminated and the new box will be set further from the sidewalk. This will shift the spaces. The change will add 5 feet.

Tony Longo believed the lost 10 foot space would be very desirable.

Aundrea Tavakkoly would like to poll Arts section members about having a 10 foot space.

Mr. Bryan reported that the pouring of concrete and landscaping will be next. At this time, there should be no more fencing in front of gutters now that the asphalt has been put in place.

4. Develop guidelines for new Saturday space assignment system

Jason Bryan reported that a demonstration of SignUp Genius was given by Marilyn Dannehower at the space assignment meeting last Sunday. Handouts are available with step-by-step instructions. Mr. Bryan invited all members to participate in the next test that will begin Tuesday, April 18th and end Thursday, April 20th.

Ms. Dannehower explained that she used her iPhone and iPad to demonstrate SignUp Genius to members. Arts section members came over and many said “we don’t do holiday shows because we don’t want to deal with the crack people at 4 AM.” Another concern she heard was about accessing the program from one’s home computer, and she explained that members can call the Show office and register. The general response was that Sign-Up Genius will make a positive difference.

Mr. Bryan has found SignUp Genius to be a fairly straightforward system. The entire registration process is only three clicks.

Tony Longo was unsuccessful three times trying to test the system. Mr. Bryan explained there is a set duration for each test.

Aundrea Tavakkoly stated that to start a training session at 7AM is likely to be ineffective for Arts section members because many don’t arrive until after 8 AM.

Tony Longo would like to have the online program open for all members to visit and view at any time.

Barbara Remick would like to know if the ability to use a different name had been fixed. She recommended that members only use their own name and would make this a policy. She would like to know if the advertisements can be removed.

Marilyn Loperfido appreciated everyone’s hard work. Knowing where you can set up would make a Saturday show more like a Sunday show, and may bring members back to the Show.

Eric Whitney explained there might be advertisements on some pages of the website. A member does need to create a Signup Genius account because there is a link in the email sent by Staff. Because there are different ways to view and access SignUp Genius, this might be the reason there are advertisements on some pages. It seemed faster just to use the link.

Ms. Dannehower would like to have this system in place for the Anniversary show.

Mr. Bryan will open the program for all members to view tomorrow.

Mr. Longo would like to see a member’s name appear with items approved to sell. Mr. Bryan responded that the system only recognizes a name and additional information cannot be added.

5. Plan for a 2-month exhibit at the Cabrillo Pavilion Arts Center for May and June 2017

Jason Bryan has received feedback that Tuesday is not a good date for the opening so Thursday May 11th has been chosen as the date for the reception. The Anniversary Weekend is 20-21st which means the opening will be an excellent promotion.

Eleven members have responded with an interest in displaying work in the exhibition. Mr. Bryan would like this exhibit to be a representation of all members so more members are encouraged to participate.

Claire Weber who is coordinating the reception suggested fewer print advertisements might reduce attendance from homeless visitors. Promotion should focus on social media. Tony Longo volunteered to pass out flyers.

6. Develop guidelines for transitioning members in Arts section with temporary reassignment after bridge construction

Jason Bryan reviewed that displaced members will have to make a choice between returning to their preconstruction space and maintaining their current space assignment.

Andrea Tavakkoly would like this process in place as soon as possible.

Tony Longo would like to know when the temporary bridge will be removed. Members should attend City Council meetings to express concerns about the duration of the construction project.

NEW BUSINESS

1. Develop an agreement for show members participating in Show-related promotions

Jason Bryan to present the agreement at next Committee meeting.

2. Consider if members can be given attendance credit for absences on a specified number of Sundays for professional shows or other obligations – For Information

Jason Bryan reported that Staff will not support an attendance credit. Six credits per quarter is not difficult to achieve.

Barbara Remick stated that she lost her spot last year because she was attending other shows where she did pass out postcards about the Arts and Crafts Show. She would support the attendance credit.

3. Review Requests for Accommodation – For Action

- a.** Review the sharing of the space of Richard Paluch with Charlotte Barnard or Christopher Bojorquez.

Moved, seconded and carried unanimously to approve the request for accommodation for 3 months.

STAFF REPORTS

1. General correspondence

- a.** Email from Cari Summer regarding artist screening experience.

Tony Longo does not believe the Committee should be screening items that are not acceptable. If items do not meet rules and regulations, City Staff should not allow the items to be screened. Jason Bryan responded that he does explain to applicants when items are unacceptable.

- b.** Email from Barbara Remick regarding SignUp Genius.

- c.** Email from Tony Longo regarding citation process.

Tony Longo shared that citations he submitted were not acted on. Mr. Longo has found Mr. Bryan's opinion to be biased and rules have not always been enforced.

