



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

Tuesday, May 9, 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

6:36 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

Jason Bryan announced that Marilyn Loperfido is ill and unable to attend. Typically the violation hearing would be postponed so that both parties can be present. It is at the Committee's discretion whether or not to hold the violation hearing.

Nichole Horstin would like to postpone the hearing in order to hear from and receive testimony from both sides.

Motioned, seconded and carried unanimously that the violation hearing is postponed until the June meeting, will be made time certain at 7:30 PM, and any additional documentation from participants must be provided to Staff two weeks in advance of the meeting.

Claire Weber reminded that Marilyn Loperfido mentioned at the last meeting that she had a witness statement. Ms. Weber stated that this person had received a call the day before the last meeting from Ms. Loperfido and had no statement to give.

Lyz Rothman asked how new items are added to an agenda. Jason Bryan explained the Chair can contact Staff with items or members of the public can share items during the last item on the agenda.

PUBLIC COMMENT

Marilyn Dannehower spoke with a few members about the date of the Anniversary Show. There is interest in moving the Anniversary Show to the second Saturday to coincide with Mother's Day weekend. Ms. Dannehower would like this placed on a future agenda for discussion.

Claire Weber spoke about Tony Longo's interest in receiving receipts for raw materials from new members. She is concerned about fraud at the Show and she hears stories. Ms. Weber would like this to be an agenda item. She presented an application checklist for a crafts show called the Palm Springs Village Fest that includes a requirement of receipts for raw materials.

CONSENT CALENDAR

1. Approval of Minutes of the April 11, 2017 – For Action (Attachment)

Claire Weber would like to change her comment in Public Comment from "Claire Weber mentioned at the February meeting that if a member didn't make their own work it qualified for immediate removal from the Show. She looked into the rules and found the regulation is Rule B.2" to "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."

Aundrea Tavakkoly would like to change her comment in Old Business item 4 from "Aundrea Tavakkoly stated that to start registration at 7AM is too early for Arts section members" to "Aundrea Tavakkoly stated that to start training at 7AM is likely to be ineffective for Arts section members because many don't arrive until after 8 AM."

Motioned, seconded and carried with Tony Longo dissenting to approve the minutes with two changes.

2. Statistics Report – For Information (Attachment)

Jason Bryan reported the average attendance for the month of April was 75%.

Claire Weber responded that it is a shame that people are leaving the show. One reason might be that the bridge construction project has impacted sales. Ms. Weber has noticed a drop in her own sales.

OLD BUSINESS

1. Advertising Report – For Discussion.

Tony Longo asked how much has been paid for advertisements in The Sentinel.

Jason Bryan explained that the total for this fiscal year to date is \$1,775.

Mr. Longo commented that this is a lot of money to spend on a newspaper with half the readership of The Independent.

Lyz Rothman asked why The Sentinel was chosen.

Marilyn Dannehower responded that The Sentinel is less expensive. Since last summer, there have been 19 advertisements and a cover story. The newspaper also gave editorial space for an artist spotlight at no charge, a long article in December, and a cover story. Margaret Landreau is currently writing artist profiles that are being featured in The Sentinel

Lisa Brown reminded that readers of The Sentinel are looking for arts related events which is an advantage and makes the Show's advertising more effective in reaching potential visitors.

a. Receive a report from the advertising Ad-Hoc Committee – For Action

Marilyn Dannehower and the Ad-Hoc Committee request \$2,450 for the printing of 10,000 rack cards and distribution throughout hotels in Santa Barbara, Ventura, and Bakersfield. Certified Folder Display Service has reduced their fee from \$3,806.00 to \$1,983.29, which includes distribution to Bakersfield at no additional charge. The

Committee has selected an inexpensive online printing vendor who charges \$345.00 (plus \$75.00 for shipping) to print 10,000 cards.

Aundrea Tavakkoly asked about the remaining expenses.

Jason Bryan reported there would still be more than \$1,000.00 after pending bills are paid and membership renewals bring more money every month into the advertising fund.

Tony Longo commented that he felt money was wasted on the I Madonnari Festival. He asked about the VisitSB membership and the benefits it provides.

Mr. Bryan explained that VisitSB is a resource for tourists. Membership provides a listing on their website and inclusion in outreach and promotional opportunities.

Moved, seconded and passed unanimously to approve \$2,450.00 to fund rack card printing, but printing cannot occur until the rack card has been reviewed and approved by the Committee.

b. Request for \$175 to print 5,000 Show postcards.

Marilyn Dannehower explained that Show postcards would be distributed to the Visitor Center, all hotels that are not in the rack card program, restaurants, coffee shops, and businesses.

Tony Longo does not support reprinting. The postcard needs a new cover image and design. He does not want to continue to use something that is not working. He suggested adding text that clearly states "everything is handmade."

Lisa Brown suggested having a series of postcards to capture more artwork. Ms. Brown remarked that the image currently on the postcards speaks to many people.

Mr. Longo would like to know how many businesses need postcards.

Ms. Dannehower explained that the supply is diminishing.

Moved, seconded and passed with Tony Longo dissenting to reprint 5,000 postcards.

Ms. Dannehower reported that the Show will have a square at the I Madonnari Festival this Memorial Day Weekend.

Ms. Dannehower shared that Nichole Horstin is managing the Show's Instagram account, which is "Friends of SBAAC Show."

Mr. Longo would like to know how Instagram works.

Ms. Horstin explained that members can email or text images to her and she will post them on the Instagram site. Staff will send Ms. Horstin's email address and an explanation of the process.

Mr. Longo would like to see "THIS SUNDAY AND EVERY SUNDAY" on the top of the rack card. The focus should be the art show. The current design is ineffective and will waste money. Mr. Longo has many years of experience with flyer advertisements.

Aundrea Tavakkoly affirmed the suggestion of placing "THIS SUNDAY AND EVERY SUNDAY" at the top. She is pleased with the rest of the design and layout.

Ms. Dannehower would like to bring two or three versions to the next meeting. She explained that the rack cards will be distributed to 153 locations in Santa Barbara and Ventura Counties and, at no cost, to an additional 81 sites in Bakersfield. She has discussed with various hotel staff about putting the cards into check-in packets. In addition, she would like to print cards for restocking places that don't participate in the rack card distribution service.

Ms. Dannehower shared that The Mark Hilley Fund will provide scholarship assistance to emerging artists. There will be a fundraising effort organized at the 53rd Anniversary show next year.

Mr. Longo would like to serve on the Ad Hoc Advertising Committee.

c. Bridge Replacement Project Updates – For Discussion

Jason Bryan has not received a firm timeline from the construction supervisor. He has been informed the project will be completed this summer. Mr. Bryan is concerned because the final stage is focused on underground utilities and this can be complicated so additional time may be needed.

Tony Longo asked if City Council members are aware that 160 members of the Arts and Crafts Show are unable to make a living due to the construction delays.

Mr. Bryan reported that he has spoken with Councilmember Cathy Murillo who is hopeful the project will conclude soon.

Aundrea Tavakkoly would like to know when the fencing and portable restroom will be removed. She would also like Staff to send an update to all members.

Mr. Bryan explained that the restroom was for a special event and had been removed.

d. Develop guidelines for new Saturday space assignment system – For Action

Jason Bryan has received very positive feedback about the Saturday space assignment system. The system is working well. He understands that Tony Longo has had difficulties accessing the program and he will work with him to resolve it.

Tony Longo is concerned that faster computers and internet connections will give certain members an unfair advantage.

Mr. Bryan explained that City staff will be available starting at 10 AM to assist members who do not wish to register on a computer.

Mr. Longo would like citations written at 6 AM on Saturday shows to prevent the confrontations.

Lyz Rothman sees the current system as causing problems and sees the SignUpGenius platform to be a huge improvement. By not fighting for spaces, members will be able to put their best foot forward. She does not believe the time of day when registration opens is a concern. Ms. Rothman would like this registration system available for all Sunday shows to allow members to provide notification when they will not be using their space assignment.

Lisa Brown questioned if there were enough spaces. Ms. Brown hopes this new system will encourage more artists to participate.

Mr. Bryan responded that more spaces will be added after the bridge construction project. Spaces are available all the way to the Crafts section and the show line can grow. Spaces will alternate between 15 and 20 feet and handicap spaces have been designated. In the past, Saturday shows are less attended.

Mr. Longo wants to increase the number of space assignments.

Nichole Horstin asked if there is any way to trigger adding the extra spaces, depending on the number of members participating.

Mr. Bryan responded that the entire inventory would have to be entered.

Mr. Longo would like the registration to open outside work hours. He also inquired about a spouse accessing the system and registering a member.

Mr. Bryan responded that if a spouse is involved, there is no way to control it because only the member's email account is needed.

Marilyn Dannehower believes members will be completing registration at different times. Because the system is open for two days there is time for every member to register. The program makes it fair.

Lyz Rothman does not see this as discriminating against members with different schedules, especially when Staff is available at 10:00 AM.

Claire Weber asked if there will be a consequence, if someone signs up and doesn't take the space.

Ms. Dannehower agreed that it would seem reasonable to have a consequence.

Mr. Bryan explained that attendance will be taken at Saturday shows. Cases could be reviewed by the Advisory Committee because nothing has been codified into the rules.

Mr. Longo stated that if a monitor was present on Saturday and writing violations at 6:00 AM, members would be removed from the Show. He would like the registration to start at noon.

Aundrea Tavakkoly cannot access the system at 10:00 AM because she teaches so the time will not be ideal for every member.

Tim Cardy asked for the total number of Saturday shows. Mr. Bryan responded that there are 10 holiday shows in 2017.

Moved, seconded and carried unanimously to move registration time to begin at 11:00 AM with the penalty for a member who does not attend more than two Saturday shows after reserving a space in a rolling six months being that the member will not be able to use SignUpGenius.

Ms. Dannehower would like to see this system begin with the Anniversary Show.

e. Update on 52nd Anniversary Exhibition at the Cabrillo Pavilion Arts Center – For Discussion

Jason Bryan surveyed the membership and eleven members expressed an interest in attending an opening reception. Due to this limited response, there will be no opening reception. Three works of art in the exhibit have sold. The Cabrillo Pavilion Arts Center is open weekdays 9:00-5:00 (closed 12:00-1:00 PM).

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

Jason Bryan is waiting to receive the final map in order to review all spaces and determine if there need to be any changes to space assignments.

NEW BUSINESS

1. Review Rule H.6, which pertains to nonprofits being allowed to display at the Arts and Crafts Show – For Discussion

Jason Bryan explained that the rules have a provision that invites nonprofits to display in a specific space where currently two handicap Show members setup.

Tony Longo reported that a youth arts group recently setup in a space.

Mr. Bryan responded that this should not have occurred. Mr. Bryan authorized a city department to setup and distribute information about the pedestrian safety improvement projects. While information can be disseminated on the sidewalk, as long as it does not impede pedestrians, no member of the public can sell items.

Aundrea Tavakkoly would like this item on the agenda next month.

Mr. Longo would like to change the rules and not allow nonprofits to setup in the Show. He also asked who is contacted when individuals are obstructing the sidewalk or have setup on the grass.

Mr. Bryan reminded all members to contact the Show monitor to assess and then to contact the Park Ranger.

2. Review Arts Section space assignment 223-227 to be assigned in July – For Information

Jason Bryan temporarily pulled space 223-227 from being assigned last quarter to provide spaces for members impacted by unanticipated bridge construction developments, such as fencing. Having a space available during that quarter was a means to accommodate members who were not impacted by the initial project when an option was given to relocate their space or move to the Crafts section. These Arts section members were suddenly confronted with an unforeseen impact that made their spaces difficult to use. Space 223-227 will be available for assignment at the July space assignment meeting.

3. Review of Show maps and space assignments – For Information

Jason Bryan requested that this be postponed until the next meeting when he has more information.

4. Develop an agreement for show members participating in Show-related promotions – For Discussion

Aundrea Tavakkoly requested that Jason Bryan draft an agreement for the next meeting.

5. Review Requests for Accommodation – For Action

- a.** Necia Cardona requests temporary handicap status effective through January 1, 2018.

Moved, seconded and carried unanimously to approve temporary handicap status for Necia Cardona.

- b.** Ken Beddingfield to be given permanent disability status.

Moved, seconded and carried to approve permanent handicap status for Ken

Beddingfield.

Tony Longo reminded that there are not enough handicap spaces. Aundrea Tavakkoly explained that handicap status gives the member the opportunity to receive a handicap space, if one becomes available.

STAFF REPORTS

1. General correspondence – For Discussion

- a. Email from Aundrea Tavakkoly regarding Rule H.6.
- b. Email from Jeff Kennedy regarding advertising.
- c. Email from Tony Longo regarding signal box.
- d. Email from Tony Longo regarding non-artists setting up.
- e. Email from Tony Longo regarding SignUp Genius.

2. Citations, Complaints and Incidents – For Action, 7:30 pm time certain

- a. Violation Hearings for Marilyn Loperfido and Claire Webber cross complaints.

Jason Bryan reported that Marilyn Loperfido was ill and would not be in attendance.

Moved, seconded and carried to postpone hearing until June meeting due to Marilyn Loperfido's absence with the hearing to be time certain at 7:30 pm, all additional written correspondence from either party must be submitted by May 30th, and the hearing will proceed regardless of either party being in attendance.

ITEMS FOR June 13, 2017 MEETING

Tony Longo would like to reinstate Rain Out Day procedures without expiration.

Mr. Longo would like to discuss having new members provide receipts for the raw materials used to create their items, photographs of them doing their work, and studio pictures.

Marilyn Dannehower would like to discuss amending the rules and having the Anniversary show moved to the second Saturday in May.

Mr. Longo would like to see equal amount of members in Arts and Crafts. Restrictions on totals in each section would create a waiting list. This was not a bad thing in the past because it created a certain mystique for the Show.

Mr. Longo wishes to have the Committee discuss at the time of permit renewals having members provide proof of residency, studio photos, and receipts for raw materials. New members are also to provide a letter of intent and photos of booth.

The Committee wishes to review if SignUpGenius can be used to inform members if a member is not going to be in attendance at a Sunday Show.

Jason Bryan has been asked by a member to request that the Committee consider reserving and assigning second row spaces in the Arts section to new members, until the bridge construction project is complete.

Lisa Brown would like to know how information such as letters or emails from Show members are distributed. Mr. Bryan responded that he wants to protect the privacy of Show members.

Claire Weber added that at the time of a new member's screening, receipts for raw materials should be provided. If it is suspected that a current member is not complaint with this requirement, receipts should be requested.

ADJOURNMENT

9:00 PM

Next Regular Meeting: **Louise Lowry Davis Center**
Tuesday June 13, 2017

