



**CITY OF SANTA BARBARA**

**SPECIAL MEETING  
SANTA BARBARA ARTS AND CRAFTS SHOW  
ADVISORY COMMITTEE**

**Tuesday, June 27, 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**

6:40 PM

**ROLL CALL**

**Committee**

Nicole Horstin, Crafts – Present  
Lisa Brown, Crafts – Present  
Tony Longo, Arts– Present  
Aundrea Tavakkoly, Chair, Arts – Unexcused  
Absence  
Crafts, Alternate – Vacant  
Arts, Alternate – Vacant

**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 questioned why new agenda items were not on the agenda. Jason Bryan explained that items discussed at the last meeting will be added to future agendas after direction is received from the Chair and not all items can be added at once due to the time it would take to cover those topics.

Mr. Longo requested that a space assignment be assigned when a member joins the Show.

Mr. Longo believes the Rain Out Day procedure should not have an expiration date.

Marilyn Dannehower would like to have the Anniversary show scheduled in 2018 on Mother's Day weekend.

**PUBLIC COMMENT**

None

**CONSENT CALENDAR**

**1. Approval of Minutes of the May 9, 2017 – For Action (Attachment)**

Claire Weber requested revision of a statement she made under "Items for June 13, 2017 Meeting." She would like "Claire Weber added that when a member's raw materials are considered noncompliant and/or fraudulent it should be added as an item to review at the time of membership renewal" changed to "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.”

Tony Longo requested revision of statements made under “Items for June 13, 2017 Meeting.” He would like “Tony Longo would like to review Rain Out Day procedures” changed to “Tony Longo would like to reinstate Rain Out Day procedures without expiration.” He would like “Mr. Longo would like to discuss having new members provide receipts for the raw materials used to create their items” changed to “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.” He would like “The Committee wishes to discuss having an equal number of arts and crafts members” changed to “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.” He would like “The Committee wishes to consider membership renewal requirements, such as providing receipts for raw materials, photos of member working in studio, photos of member’s booth, and a letter of intent” changed to “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.”

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

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

Jason Bryan reported that the current membership total is 150 members. For the month of May, the average attendance per show was 80%.

**OLD BUSINESS**

**1. Advertising Report – For Discussion**

Jason Bryan reported that the bid for the 8 permanent signs and 2 spare signs for Cabrillo Boulevard came in \$1,000.00 under budget. The signs have a 10-year warranty against fade and sun. This bid does not include an installation service.

Marilyn Loperfido asked about the dark green color and if a sign will be located near Garden Street.

Mr. Bryan responded that the signs will be secured to the light poles or trellises along Cabrillo Boulevard for the length of the show line and oriented so they will be visible to pedestrians and drivers.

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

Marilyn Dannehower reported that for three months, the Ad-Hoc Committee has been developing a new rack card. She and Lisa Brown looked at cards currently on display at the Visitors Center and noticed the importance of bright colors.

Tony Longo commended the Committee for a good job. He suggested a small box with a percentage sign that indicated a special promotion at certain booths be added.

Lisa Brown responded that this idea needs to be explored with current members to determine participation.

Ms. Dannehower added that cards are only being printed for this year because there are no cards left.

Margaret Landreau shared her current work with the Committee. This weekend begins the month of July and there are no promotional materials in the hotels. This is the third meeting where a design for the rack card has been presented. She urged that the Advisory Committee select and approve a design.

Mr. Longo asked if a photo release was needed for the photograph being used on the rack card. Jason Bryan responded that it is a crowd shot so a release is not needed.

Ms. Dannehower reported that Ms. Landreau has been writing columns in The Sentinel, which have received positive feedback from members profiled in the articles: Megan Leal received feedback; Barbara Larson had visitors to her studio and at the show; and Steve Junak had an increase in customers. Ms. Landreau added that she had two promoters contact her to promote their shows.

Motioned, seconded and carried unanimously to approve the rack card with any needed spelling corrections.

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

Jason Bryan reported that completion is scheduled for mid-August. There are several upcoming meetings and updates will be forwarded to members.

**NEW BUSINESS**

**1. Review Rule H.3 amendment of Saturday show rules and reservation system – For Action**

Motioned, seconded and carried unanimously to move this item to next month's agenda.

**2. Consider allowing a temporary rule change allowing members in the Arts section to share spaces until construction complete – For Action**

Motioned, seconded and carried unanimously to approve a temporary rule change.

**3. Allow space assignment, 223-227, to remain unassigned until October space assignment meeting – For Information**

Jason Bryan explained that he wants to have extra mitigation measures available to assist members who will be affected in the final weeks of the bridge construction project. This means space 223-227 in the Arts section will remain open and is not available for assignment at the July space assignment meeting.

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

**a. Barbara Remick to be given permanent disability status.**

Motioned, seconded and carried unanimously to give Barbara Remick permanent disability status.

**b. Assignment of ADA space Marker 1 to Bollard.**

Jason Bryan reported that the Staff nurse recommends assigning the space to Barbara Remick.

Motioned, seconded and carried unanimously to assign the space.

- c. Assignment of ADA space 98-100.

Jason Bryan reported that the Staff nurse has reviewed all members with disability seeking further accommodation and recommends the temporary assignment through September for Necia Cardona.

Motioned, seconded and carried unanimously to temporarily assign space 98-100 to Necia Cardona through September.

**5. Plan for special election to fill Committee position – For information**

Jason Bryan would like to reinstate rotating terms to ensure there is overlap between Arts and Crafts section Committee positions. Aundrea Tavakkoly will be resigning from the Committee effective August 1<sup>st</sup>. Tim Cardy has resigned from the Committee and withdrawn from the Show. He has applied for the Member At Large position on the Advisory Committee. There will be a special election in August.

Lyn Rothman would like to know if the open Alternate positions can be included in the election. Mr. Bryan responded that the alternate positions will be open for this election.

**6. Review Palm Springs Village Fest receipt requirements – For Discussion**

Tony Longo believes receipt requirements for members would prove that items are shipped to Santa Barbara. He would instate additional requirements like studio photographs and photographs of an artist making his or her art or craft. These requirements should apply when a member joins and when a member renews.

Margaret Landreau agrees that invoices would prove that a member is working here. She is concerned about making public documents about her specific vendors because she does not wish to have every member know her personal contacts.

Jason Bryan stated that receipts on file from show members would be subject to sharing through public records requests.

**STAFF REPORTS**

**1. General correspondence – For Discussion**

- a. Letter to Committee from Marilyn Dannehower.
- b. Email from Tim Cardy regarding resignation from Committee.
- c. Email from Eric Whitney regarding Claire Weber's violation hearing.
- d. Email from Jeff Kennedy regarding weather day.
- e. Email from Jeff Kennedy regarding SignUpGenius (1).
- f. Email from Jeff Kennedy regarding SignUpGenius (2).
- g. Email from Tony Longo regarding weather day and promotions.
- h. Email from Cindy Christensen regarding integrating Arts and Crafts sections.
- i. Email from Cari Summer regarding SignUpGenius.
- j. Email from Tony Longo regarding meeting attendance.
- k. Email from Jeff Kennedy regarding re-scheduling Committee meeting.
- l. Email from Marilyn Dannehower regarding Committee meeting cancellation.
- m. Palms Springs Village Fest checklist.

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

- a. Violation Hearings for Marilyn Loperfido and Claire Weber.

The violation hearing format was reviewed with each party given 15 minutes to present their case beginning with Claire Weber before Committee discussion and public comment.

### **Claire Weber's presentation**

Claire Weber stated that she was in charge of coordinating a table with items made by approximately 15 show members at a special holiday event at the Maritime Museum. Many artists participated and attended the event. All members were given specific drop-off instructions with numerous dates and locations, including the afternoon of the event, the YES Store, and special arrangements could be made with her. There was a great deal of planning and coordinating.

Marilyn Loperfido came at 5:20 PM and immediately asked for an additional table. She pulled out earrings that were not finished and a display that was untidy. It felt like she was trying to force her own will. Ms. Loperfido intruded on the entire process, and was not considerate of what was happening. She called Ms. Weber a "dictator" and made another disparaging remark.

Ms. Weber believes she was well organized and fulfilled her commitment as the coordinator. Ms. Weber stated the claims made by Ms. Loperfido that she engaged in a tug of war with her jewelry tray are false; there are no witnesses to this incident. Ms. Weber stated something similar occurred with Ms. Loperfido at the 50<sup>th</sup> Anniversary Exhibit reception, when she arrived late and moved a table across the room.

Ms. Weber is concerned that Ms. Loperfido sees this behavior as acceptable. Ms. Loperfido has told numerous mistruths and has cast dispersions at her. The earrings she brought were assemblage items (earrings on headpins) and would not be allowed in the Show. Ms. Weber allowed Ms. Loperfido to show these items because she was afraid of escalating the disruption that Ms. Loperfido had already made. Members behind the table did not even realize what was happening so she believes she maintained a professional manner. A member of the public did look over at one point and left the area, so Ms. Weber was concerned she overheard.

Nichole Horstin asked for an explanation of how Ms. Loperfido was late, if she arrived at 5:20 PM and the event started at 5:30 PM. Ms. Weber clarified that they needn't to merchandise the table before the event officially started at 5:30 PM.

Tony Longo asked what jewelry items made by Ms. Loperfido were on display. Ms. Weber responded earrings and necklaces. Mr. Longo asked what items were not allowed, and Ms. Weber responded the assemblage pieces. Mr. Longo asked if Ms. Loperfido's attire was unprofessional. Ms. Weber explained that Ms. Loperfido had taken food from the reception table before the event began. Mr. Longo asked if Ms. Loperfido damaged anything. Ms. Weber responded that she was eating over her items. Mr. Longo asked what was unprofessional in her conduct. Ms. Weber said Ms. Loperfido called her a "dictator" and forced herself into the event.

Mr. Longo asked if members knew there would be someone merchandising the work.

Lisa Brown who participated in the event responded that yes this was communicated.

Mr. Longo asked if Ms. Loperfido was given time to put her items out or if she was told what to do. Ms. Weber responded her tray was not acceptable to display because there was lint in the tray and the earrings were jumbled. Mr. Longo remarked that assemblage items would not have been approved for sale in the show.

### **Marilyn Loperfido's presentation**

Ms. Loperfido stated that she sees this as a personal attack and will try and stay away from that side of things. She sent email and text communications to Ms. Weber that have already been presented to the Committee. She offered extra tables and displays. Ms. Weber told her that she had enough tables, but when she arrived there were no displays for her to use. Ms. Loperfido was a UPS delivery person from 8 AM to 8 PM, and had no opportunity to drop off her merchandise. She had showered and was dressed in a designer dress and raincoat. She was professional in appearance. She had to park at West Beach and was further delayed because she had to find a freight elevator. Ms. Loperfido arrived at 5:03 PM and circled the ground floor looking for Ms. Weber. There was a food table and she picked up crackers and cheese.

Ms. Loperfido stated she found the display table crowded. She offered to get professional tables, neck sleeves and tablecloths from her car. Ms. Weber declined her offer. Cris Hamilton was present and has stated for the record that she witnessed no disruption. The 50<sup>th</sup> Anniversary Exhibit reception is not relevant, and Ms. Weber's record of the event is not correct. She feels badly that Ms. Weber feels badly, but cannot be responsible for her feelings.

Ms. Loperfido stated she brought 100 pendants and 12 earrings without posts because they can be expensive and she allows customers to choose. The email from Ms. Weber about this event did not indicate that items not sold at the show could not be displayed. As a member of the Advertising Committee, Ms. Loperfido worked to bring customers and guests upstairs to the table. She handed out cards promoting Christmas shopping at the Arts and Crafts Show and even asked that someone announce where the table was over the loudspeaker. The disturbance and name-calling did not happen as it was described. It did become a push-pull of her tray. Ms. Loperfido did not think, as the coordinator, Ms. Weber should behave this way. Three times she had to say, "Claire, calm down." A member of the public would have been put off by either of them.

Ms. Loperfido stated she had to walk back to her car to retrieve her neck sleeves. She remained for the rest of the event, and offered to help pack up. Her character is important to her. She acted with the dignity she was capable of after a very exhausting day. Had it not been a stressful time, Ms. Loperfido believes neither of them would have acted as they did. Feelings are not facts. She added that Committee discussions since this incident have focused on creating a participant agreement. There was nothing in the rules that covered an outside event at the time this happened. She feels very badly. She even put bumper stickers out, but was told they could not be included. Ms. Loperfido disavows what Ms. Weber has stated and feels she was aggressed by Ms. Weber. Ms. Loperfido stated her physical space and boundaries were harmed. This type of interaction has come up with Ms. Weber before and cannot be tolerated.

Mr. Longo noted that the complaint letter indicated that Ms. Loperfido had violated Rule B.12, which is the selling of things that are not allowed in the show. There are members who have been grandfathered in for selling assemblage.

Mr. Longo asked Ms. Loperfido if she had worked all day, couldn't find parking, couldn't find the display, and got there as quickly as possible, did she state this to Ms. Weber and apologize. Ms. Loperfido responded "yes" and that she had sent text messages.

Mr. Longo wanted to know what happened that was unprofessional and outside of the Code of Conduct. Ms. Loperfido said she was polite and did not do anything unprofessional.

Mr. Longo asked Ms. Weber to explain exactly what violated the Code of Conduct. Ms. Weber stated that Ms. Loperfido called her a “dictator” and stated “I now believe some of the rumors about you.” Ms. Loperfido interrupted the event and was nasty to her. Mr. Longo asked if the coordinator would have wanted all 15 participating members to be at the event.

Ms. Brown explained that it was clear that Ms. Weber was coordinating and the selected representative, and members were bringing items to sell that represented what is sold at the show.

Mr. Longo asked how Ms. Weber was selected. Jason Bryan explained the event was originally organized by Marilyn Dannehower. This opportunity, after months of asking to showcase and promote the show at a Chamber of Commerce event, became available. There was a reduced entrance fee of \$5 so members could attend. Ms. Weber had volunteered to coordinate the event and it was approved by the Committee.

Ms. Horstin asked about the condition of the bumper stickers. Ms. Weber explained they were dog-eared and not appropriate for the table.

Ms. Weber showed the email sent to her by Ms. Loperfido and clarified there was no mention of her bringing tables. Ms. Weber had a number of busts, which Ms. Loperfido chose not to use. Ms. Weber stated she did not call her names and that there are mistruths in the testimony. Ms. Weber stated the mixer was a great event and did not feel stressed. She commended how well the team worked together.

Ms. Loperfido responded that she was not offered busts, which is why she had to return to her car. In terms of name-calling, Ms. Loperfido stated Ms. Weber became physically aggressive toward her. The 50<sup>th</sup> Anniversary Exhibit reception that she helped coordinate was spectacular and she never behaved like Ms. Weber. Ms. Weber was so stressed that normally she would never react that way. Ms. Loperfido sees this as a common thread in Ms. Weber’s behavior.

Mr. Longo asked about the citation received by Leah Homem for selling items last year that were not allowed. Mr. Bryan explained that the items were being sold on a non-show day within the footprint of the show. In Jeff Kennedy’s case, a Code of Conduct violation was also given outside of normal show hours.

Ms. Brown stated she would consider this as an event that represented the show.

Margaret Landreau asked that Ms. Weber not be selected in the future to organize show events. Ms. Landreau stated Ms. Weber uses her connection with the Yes Store to influence members. Ms. Landreau stated that Ms. Weber is not kind or helpful to the people around her. Ms. Landreau reviewed the monitor notes and found 14 different days when the monitor had recorded disputes involving Ms. Weber.

Leah Homem stated she would like more comradery between members. She wishes there had been a different leader than Ms. Weber. Ms. Homem stated she has been physically accosted by Ms. Weber.

Eric Whitney reported that he was present at the event. Mr. Whitney stated the reason for the disruption was that Ms. Loperfido did not follow the guidelines of how to participate. There were multiple drop-offs, including contacting Ms. Weber personally. Ms. Weber had worked with the event organizer and knew the parameters. Ms. Loperfido failed to follow the rules. The final time to drop-off items was 5:00 PM. Everyone else made arrangements on their own. Ms. Loperfido was the only one who showed up late. From 5:00 to 5:30 PM was the designated time to finish the setup. Ms. Loperfido had a tray of food and started crumbling food over the table. Ms. Weber made accommodations even though the table was full, and there were many busts for Ms. Loperfido to use already there. Everyone else had to deal with parking and busy jobs. Ms. Loperfido was the aggressor because she showed up late and wanted to control things. Ms. Weber was very professional. Ms. Loperfido parked her dolly under a museum display. Mr. Whitney was close enough and he paid attention. Ms. Weber dealt with the behavior at the event. Ms. Loperfido was defiant of her organization. Mr. Whitney saw earrings without wires. Everyone present understood that they were representing the show. Ms. Loperfido's behavior needs to be checked.

Lyz Rothman stated that better communication throughout the show is needed.

Ms. Brown stated she was a participant at the mixer and was late, but had made arrangements earlier with Ms. Weber. Ms. Brown understood the items were being merchandized. She brought a couple of pieces, and understood it was not a sales event. The show and the members were represented well. It is important to be respectful of Ms. Weber for organizing the event. Ms. Brown found Ms. Weber to be very thoughtful of her predicament. She did not witness the event with Ms. Loperfido. Ms. Brown arrived at 5:30 PM and struggled with parking too. If you understood the intent of the event and the requirements, it should have been very smooth. A contract in the future will be very helpful. Ms. Brown did notice that Ms. Weber was a little upset. She appreciated how she coordinated the event.

Ms. Brown asked if Ms. Weber saw the text message. Ms. Weber said it came around 4:45 PM and she did not see it.

Mr. Longo commented that two people arrived late. Ms. Weber reminded that Ms. Brown was respectful. Ms. Brown added that she had been in contact with Ms. Weber before the event and had explained her situation.

Mr. Longo stated that Ms. Loperfido came late, after working a long day, couldn't find parking, and was hungry. He believes a very strong warning needs to be given to Ms. Loperfido that if anything unprofessional happens again it could result in another hearing.

Mr. Bryan advised that only the merits of this case should be judged. Every complaint should be evaluated individually.

Mr. Longo does not support the counter-complaint against Ms. Weber. If a physical interaction was recorded, Mr. Longo would support removing a member from the show for a month. He would support a warning for Ms. Loperfido's behavior because a violation will keep Ms. Loperfido's behavior checked.

Motioned, seconded and carried that Marilyn Loperfido receive a caution about her behavior under Rule J and a formal warning on selling assemblage items.



