



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

Tuesday, July 11, 2017

Louise Lowry Davis Center  
1232 De La Vina Street

Screen New Members: 6:45 – 7:00 p.m.  
Meeting: 7:00 – 9:00 p.m.

**MINUTES**

**CALL TO ORDER**

6:45 PM

**ROLL CALL**

**Committee**

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

**Member At Large**

Tim Cardy – Present

**Staff**

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

**SCREEN NEW MEMBERS**

**CHANGES TO AGENDA**

None

**PUBLIC COMMENT**

No comment

**CONSENT CALENDAR**

**1. Approval of Minutes of the June 27, 2017 – For Action (Attachment)**

Motioned, seconded and carried with Tony Longo dissenting and Aundrea Tavakkoly and Tim Cardy abstaining to approve the minutes with no changes.

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

Jason Bryan reported that membership has hovered around 200 members for many years; however, the current total is 158. Reasons for the decrease may include the Cabrillo bridge construction project, loss of on-street parking in the Crafts section, and members retiring from the show.

Aundrea Tavakkoly asked if the City could work to reduce the on-street parking enforcement.

Nichole Horstin added that harassment from parking attendants is being experienced by members in the Crafts section.

## **OLD BUSINESS**

### **1. Advertising Report – For Discussion**

Jason Bryan reported that 5,000 postcards were printed and only 1,000 have been distributed.

Tony Longo would like members to distribute the cards to businesses.

Lisa Brown reported that the Ad-Hoc Committee will be delivering cards to retail and professional businesses for distribution to customers and employees. Funk Zone businesses and hotels are being contacted. Cards will be taken to the train station and given to the trolley tour operators.

Mr. Longo would like an Art section member to join the Advertising Committee and he requests more representatives from the Arts section to join the Committee. He specifically would ask Nicole Horstin or Lisa Brown to step down from the Advertising Committee so he can be on the Committee.

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

Jason Bryan reported that bids for the printing and distribution of the rack cards have been received. Mr. Bryan expects the Cabrillo Street signs to be installed within a month or two. There will be some additional work by the Parks department, such as trimming trellises, required.

Lyz Rothman asked about rotating artwork represented on the postcards and other advertising materials. Lisa Brown invited Ms. Rothman to contact the Committee. Ms. Brown would also like to see a series with works from many artists.

Mr. Bryan shared that the office has hundreds of images now on file and they can be made available to volunteers working on postcards or other advertising items.

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

Jason Bryan has spoken with Adam Hendel, supervising civil engineer, about the project. The sidewalks have been poured. The area to the west of the bridge will be usable this weekend for members in the Arts section. There will be a 15-minute parking permit for loading and unloading in the specific red zone at the head of the show – the same system that was in place before the bridge replacement project. It is anticipated this section will be fenced off for the remainder of the construction project, while sod is established. Installation of the irrigation system should begin soon. The sod will be installed and fenced off for six weeks before the area will be opened. Staff is expecting sod to be installed early August and the entire area to re-open mid-September.

Mr. Bryan stated that there will be no hedge planted in the first two Arts section spaces in front of the bathroom. Staff recommended two equally sized spaces because the 5 feet area previously landscaped at the far west end of the show will now to be usable.

Tony Longo asked if the public restroom near the wharf is scheduled for improvement. Mr. Bryan explained that the City organizes projects each year and he was not aware of that restroom being scheduled for renovation in the immediate future.

Aundrea Tavakkoly asked if anything can be done now to improve these restrooms. Mr. Bryan said this was mentioned and other sidewalk areas have large sections that need repair. At this time, these improvements are not included in the bridge replacement project.

## **NEW BUSINESS**

### **1. Election of a new Advisory Committee Chair – For Action**

Jason Bryan reported that twice a year a new Committee Chair is elected. He acknowledged Aundrea Tavakkoly for her service to the show and Committee. A Chair will be needed until December.

Motioned, seconded and carried with Lisa Brown dissenting and Aundrea Tavakkoly abstaining to elect Tony Longo as Committee Chair.

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

Jason Bryan would like the Committee to review the revised H.3 rule now that there have been several holiday shows for which spaces were reserved through the online system. He would ask if the Committee supports having a penalty in place if members register and don't setup in their assigned space.

Tony Longo would like to put an expiration date on this amendment. Not everyone in the show knows if this reservation system will work. Mr. Bryan explained that old Rule H.3 is suspended and prefaced with this text: "The following rule will be suspended while the show evaluates an online reservation system to manage holiday show space assignments."

Aundrea Tavakkoly asked if this should be temporary. Mr. Longo would support it as a temporary rule change.

Lyz Rothman asked why online registration closes on Thursdays. Mr. Bryan explained that space reservations must be finalized and signup sheets prepared on Fridays.

Mr. Longo asked if the majority of registrations occur in the first 15 minutes, has anyone not been able to get a space for a holiday show. Mr. Bryan responded that all participants have been able to reserve a space, but not all show members can get their first or second choice of space. Staff is available by phone and in person to help members who need assistance with the process.

Mr. Longo wants to know if a faster internet service makes the system work better. Mr. Bryan stated that he felt it has less to do with internet speed and more to do with a person's comfort with online registration systems.

Ms. Tavakkoly reminded that those who live outside of the City were at a disadvantage with the last registration method, which required arriving very early in the morning to claim a space; every system will have advantages or disadvantages for certain individuals.

Claire Weber would like to know when more spaces open after the construction project would more unassigned spaces become available at the front of the show line. Mr. Bryan reminded the Committee that this new system is trying to prevent some of the past negative incidents that occurred over the "prime" spaces. There will be more spaces available at the front and they will be included in the online registration system. When the construction zone reopens, the spaces will alternate between 15 and 20 feet.

Eric Whitney shared that the system has replaced face to face interactions to hiding behind a computer. He supports the new system because it eliminates the bullying. Mr. Whitney believes that members are still harassing each other over preferred spaces. SignUpGenius is working well and there has been lots of positive feedback. After the second and third signup, it seems more people are satisfied with the system.

Motioned, seconded and carried unanimously to approve the H.3 rule language developed by Staff.

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

Jason Bryan explained that the rules allow for space sharing of any space for a member whose request has been reviewed by the Staff nurse and acted on by a Committee vote.

Lisa Brown would like to know if two ADA members could share a space and help each other in order to accommodate more members requesting accommodation. Mr. Bryan responded that show members are allowed to choose the helper with whom they will share their space.

Nicole Horstin asked if space sharing carries into Saturday shows. Mr. Bryan responded that space sharing would apply to any show date.

Eric Whitney has observed helpers using these spaces when a handicap member is not present. He would like to know if this has happened recently. Mr. Bryan responded that there was an incident approximately a year ago and is not aware of that issue recurring. Trisha Dalziel stated that many remedies have been tried that are not working for handicap spaces. She would support adding some language to the rules.

Marilyn Loperfido considers having a helper as a special privilege and suggested that handicap members be required to inform the monitor when they will not be attending.

Margaret Landreau does not believe calling the monitor is functioning. As a handicap member, she has only been contacted once and it was about 15 minutes before 10:00 AM.

Mr. Bryan responded that the ADA rules try to put all show members on an equal playing field. The general show rules have operated in such a way that if a member is out of town and other members know this, they may set up in the space. This same rule applies to ADA spaces which are assigned by the Staff nurse and approved by the Committee. The helper should not be setting up before the ADA approved member.

Mr. Longo asked if setting up before the ADA member would be a violation. Mr. Bryan acknowledged this would be a violation.

Aundrea Tavakkoly would like to consider allowing handicap spaces to be claimed only by ADA-approved members until 11:00 AM.

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

Motioned, seconded and carried unanimously to approve space sharing for Richard Paluch with Charlotte Barnard or Christopher Bojorquez

- b. Review of space sharing for Mette Julian with Charlotte Barnard or Christopher Bojorquez

Motioned, seconded and carried unanimously to approve space sharing for Julian Mette with Charlotte Barnard or Christopher Bojorquez

- c. Review of space sharing for Ken Beddingfield with Linda Fox.

Motioned, seconded and carried unanimously to approve space sharing for Ken Beddingfield with Linda Fox.

- d. Review permanent disability status for Charlene Kraft.

Motioned, seconded and carried unanimously to assign temporary disability status to Charlene Kraft.

- e. Review temporary assignment of ADA space 95 to 96 to Charlene Kraft.

This item will be reviewed at an upcoming meeting after the Staff nurse can review the specifics of this request.

**4. Review a recommendation to reinstate the Rain Out Day make-up rule without an expiration date – For Discussion**

Tony Longo explained that in 2014 a ruling was approved by the Advisory Committee that if it rains on a Sunday, there is a makeup show the next Saturday unless there is a City event or a Saturday show is already scheduled.

Jason Bryan stated that all rule changes go through the Advisory Committee. The Committee can develop the language and vote. City Staff will then review the item. The City may bring the item to the City Attorney or other staff members in the Parks and Recreation Department to determine if the City will support the change.

Mr. Longo would use the same language and would remove an expiration date.

Marilyn Loperfido commented that these Rain Out Day procedures were developed to address the impact of El Nino years. In 1988 or 1989, there were 13 Sundays rained out. This is a substantial loss of income. Ms. Loperfido would support having no expiration date on the Rain Out Day make-up rule.

**5. Review a recommendation to assign spaces to every show member and establish an equal number of members in the Arts and Crafts sections by making permanent second row space assignments in the Arts section – For Discussion**

Tony Longo would like every member who joins the Arts section to have an assigned space. The Crafts section only has front row spaces so an assignment is not critical. Members in the Arts section are quitting because they do not have a front row space. Mr. Longo would like to see an equal number of Crafts and Arts members.

Jason Bryan explained that rules specify a maximum 90 Arts section members and 180 Crafts section members. Mr. Bryan reviewed that the smaller membership total in the Arts section is because there are fewer spaces in the Arts section due to the geography. A fine artist can be in the Crafts section and a dual permit allows a member to be in either section.

Mr. Longo believed at some point in the past the Arts section extended further down the show line. Marilyn Loperfido recalled there once being 100 artists in the Arts section and 223 in the Crafts section. After Chase Palm Park was completed, a section of parking was lost. There was also an agreement between the City and the Fess Parker property to shorten the show line. Ms. Loperfido reminded that there is very little access with few pedestrians coming to the end of the Crafts section, and it is in jeopardy.

Lyz Rothman asked how many fine artists are waiting to transition from Crafts to Arts. She shared that her booth in the Crafts section was more successful than when she was setup in the second row of the Arts section. She almost withdrew because she did

not have a space assignment after joining. The gaps in the show line are not making it look very professional. A more intact show line will make customers feel more welcome.

Mr. Bryan reported there are about 5 members waiting to move to the Arts section, after construction. He would consider permanently assigning second row spaces at the front of the Arts section.

Ms. Loperfido would like to have all Crafts section members given space assignments.

Mr. Longo would like to see more equal numbers between Arts and Crafts.

Mr. Bryan reported there has not been a waiting list for the show for many years.

**6. Review recommendations to require receipts for raw materials from all members and require receipts for raw materials, photos of works in progress, studio pictures, pictures of booth and a letter of intent for new members – For Discussion**

Tony Longo reported that the Palm Springs Village Fest requires receipts from participants showing where materials are sent, and photographs of their studio and process. He believes it is important that the rules prevent members from moving out of the area or making their work outside of the County or using commercial items. These requirements will make it easier to prevent fraud.

Lisa Brown supported these requirements at the initial screening, but believes it would be very difficult to administer repeatedly. She explained that even show promoters don't require resubmission of such items, unless the artist's work substantially changes.

Mr. Longo proposed that a member brings these materials when renewing the show permit. It would be a casual process and easy to enforce.

Mr. Bryan does conduct studio inspections with a member of the Committee, when there is a concern and he has requested receipts. If it becomes a requirement for membership, the receipts would become available as public records.

Mr. Longo would not be concerned about the public record requirement.

Tim Cardy would be concerned and believes these additional requirements may further limit new members.

Marilyn Loperfido would like to have photographs taken when work is approved.

Margaret Landreau would like to know if it would be possible for Staff to review receipts without submitting them to the public record.

Ms. Brown added that it is easy to fabricate receipts.

Nicole Horstin suggested photographs of art studios and process when a member screens. Mr. Bryan reminded that photographs of a potter's kiln or photographer's printer are already required.

Mr. Longo would like to recommend more diligent screening on behalf of Staff before an applicant comes to a screening, and a review of studio photographs and receipts.

## **STAFF REPORTS**

### **1. General correspondence – For Discussion**

- a. Email from Tony Longo regarding agenda items.
- b. Email from Tony regarding agenda items (2).

### **2. Citations, Complaints and Incidents – For Discussion**

There were no citations to report.

Trisha Dalziel asked if a visit to member Krste Pavlov's studio has occurred. Jason Bryan explained that Mr. Pavlov came to the Committee with new artwork for rescreening. He was approved for paintings, photography, and digitally manipulated photography.

Aundrea Tavakkoly would like to see a violation issued to Mr. Pavlov for selling prints several months ago that were not approved and not acceptable under show rules. The items looked suspicious and he has had violations without any citations.

Mr. Bryan does conduct investigations, when needed. Staff spent several months reviewing another member who was painting over prints of paintings that were ultimately approved because the overpainting was determined to be the dominant feature of the finished work.

Ms. Tavakkoly believes there is a clear difference between digital photography and painting. She requested a full studio visit.

Motioned, seconded and carried unanimously to extend the meeting by five minutes.

Ms. Dalziel would like Mr. Bryan to meet her at the show to review Mr. Pavlov's booth.

Marilyn Loperfido reminded there is a six month probationary period when new work is screened.

## **ITEMS FOR August 8, 2017 MEETING**

Consider extending the time to claim ADA spaces to 10:15 AM.

Develop additional steps and requirements for screening.

Review "grandfather clause" for allowing items to be sold at the show that are no longer permitted.

Consider using SignUpGenius for Sunday shows.

## **ADJOURNMENT**

9:10 PM

**Next Regular Meeting:**      **Louise Lowry Davis Center**  
***Tuesday August 8, 2017***

