



## CITY OF SANTA BARBARA

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

Tuesday, August 15, 2017

Louise Lowry Davis Center  
1232 De La Vina Street

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

#### MINUTES

#### CALL TO ORDER

6:05 PM

#### ROLL CALL

Lyz Rothman arrived at 6:45 PM.

#### Committee

Nicole Horstin, Crafts – Present  
Lisa Brown, Crafts – Present  
Tony Longo, Arts, Chair – Present  
Lyz Rothman, Arts – 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  
**1<sup>st</sup> Alternate, Crafts**  
Margaret Landreau – Present

#### SCREEN NEW MEMBERS

#### CHANGES TO AGENDA

Tony Longo made several remarks about meeting conduct and protocol that will help maintain a friendly and professional atmosphere. He reminded that members can request and submit agenda items to the Chair or Jason Bryan. Mr. Longo also requested that reports be forwarded to committee members at least 10 days in advance of the meeting.

Jason Bryan welcomed Margaret Landreau and Lyz Rothman to the Advisory Committee.

#### PUBLIC COMMENT

None.

#### CONSENT CALENDAR

1. **Approval of Minutes of the July 11, 2017 – For Action (Attachment)**  
Motioned, seconded and carried unanimously to approve the minutes with no changes.
2. **Statistics Report – For Information (Attachment)**  
Jason Bryan reported there are currently 159 members with average attendance in July of 74%.

#### OLD BUSINESS

1. **Advertising Report – For Discussion**  
Jason Bryan reviewed the end of fiscal year Advertising Fund Report. The expense for the permanent signs is pending because the invoice did not include sales tax. After this

payment and resolution of additional pending expenses, \$1,600.00 will remain in the fund. Due to a reduction in total membership, less money is being put into the Advertising Fund.

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

Marilyn Dannehower reported that rack cards are being distributed and grants for advertising and marketing purposes, including the Mark Hilley Scholarship Fund and the anniversary event, are being researched. All members are encouraged to assist with distributing the rack cards to hotels, bars, restaurants, visitor-serving businesses, and bed and breakfasts. Please inform Margaret Landreau of the locations where you plan to take cards so she can add this information to the master list. Thus far, members have agreed to distribute 540 cards to 54 locations. More outreach is needed in Ventura County.

Ms. Dannehower will present a draft budget for the new fiscal year at next month's meeting. Last year there was substantially more funding for advertising, which means smaller projects will be pursued in 2018 or until funds increase. The committee would like to expand relations with Funk Zone businesses. The Arts and Crafts Show is listed on the Funk Zone map, but there is still more potential for collaborations. The next meeting of the Ad-Hoc Committee is scheduled for August 23<sup>rd</sup>.

Tony Longo asked who for a roster of who is on the Ad-Hoc Committee. Ms. Dannehower responded that the current members are Marilyn Loperfido, Lyz Rothman, Lisa Brown, and herself. Mr. Longo then asked how information about advertising activities can be shared. Jason Bryan explained that serial meetings must be avoided so extensive email communication between committee members should be avoided.

Jason Bryan presented a report summarizing expenses for Facebook paid boosts used to promote holiday shows. The boosts did increase visits to the show's Facebook page.

Mr. Bryan would like to invite show members to utilize the glass display case outside of the Carrillo Recreation Center's ballroom to market the show and display member artwork. Posters and small hung items can be accommodated.

Mr. Longo complimented the rack card and believes they will bring new visitors to the show.

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

Jason Bryan reported that the permanent signs should be received this week and will be installed by the end of the month. Installation of the irrigation system and sod are still needed. After sod is installed, it will take six weeks to get established before it can be used and will be fenced off during that time.

Tony Longo asked for a firm opening date for the Arts section. Mr. Bryan responded that the opening is looking closer to late-September.

**NEW BUSINESS**

**1. Consider extending time for handicap members to claim ADA spaces to 10:15 AM – For Action.**

Jason Bryan shared that this rule change proposed by Aundrea Tavakkoly would assist those members in need of accommodation to claim an unreserved ADA space before the space would become available to all members. ADA spaces are only designated until 10:00 AM, at which time they are open to all members.

Lisa Brown asked if this would cause confusion.

Mr. Bryan responded that there would be an announcement sent to all members if adopted.

Marilyn Dannehower asked for the purpose of this rule change to be further explained. She does not find this to be a good solution because it will create additional issues. ADA members would effectively be able to claim two spaces and this would break the space-claiming rule. She would ask for other alternatives.

Mr. Bryan explained that ADA member would be given an additional 15 minutes before an ADA space was opened to all members for this rule suggestion.

Margaret Landreau explained that it is understood that until 10:00 AM an ADA member can claim a designated ADA space. Then, at 10:00, the space is opened to the general public and, as an ADA member, she is in competition with everyone else. This rule change would give a short window to a handicap member. Ms. Landreau feels this will prevent handicap members from being in competition with non-ADA members.

Tony Longo remarked that if he has a space and puts his marker on a different space, then his assigned space can be claimed. He believes that 10:00 AM works fine for everyone.

Eric Whitney expressed that this rule change goes beyond just making the playing field level. Anyone can put their marker down to indicate they will claim a space. The first right to the space should be given to whomever puts their marker down first, assuming the assigned member does not arrive before 10:00. This is the same scenario for all show members and all other spaces. Everyone has the same right to reserve a space.

Claire Weber commented that to extend the time to 10:15 AM will mean that an ADA member can claim a space until 10:15 AM. This only adds another layer of confusion.

Mr. Longo believes there are already accommodations for handicap members. The large space adjacent to the Cabrillo Crafts Center once used for demonstrations by members has now been assigned to ADA members.

Nichole Horstin believes that handicap spaces should be reserved and assigned only to ADA members. Like parking in a handicap space, the space should be permanently reserved for ADA members.

Lyz Rothman understands that the ADA spaces are prime front row spaces. She is unhappy with the holes in the show line that make it look unprofessional. She asked if this rule change would cause bigger holes in the show line.

Tim Cardy does not consider 15 minutes to be a big difference. A handicap space is a handicap space. Perhaps another accommodation can be identified.

Mr. Longo asked why every space in the Crafts section is not considered ADA-compliant. Mr. Bryan responded that there is limited handicap parking along Cabrillo Boulevard. Mr. Longo would ask that this item be returned to the agenda next month.

Ms. Rothman would like to see additional solutions on the next agenda.

Ms. Weber reminded that there is another ADA space near Casa Las Palmas that is not in a prime location.

Motioned, seconded and carried unanimously to not extend the time for handicap members to claim ADA spaces to 10:15 AM.

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

Tony Longo explained that he would like the Rain Out Day make-up rule to be in effect the entire year without an expiration date. According to the rules, this rule is only valid November 6<sup>th</sup> through May 1<sup>st</sup>.

Motioned, seconded and carried unanimously to reinstate the Rain Out Day rule and to remove the expiration date.

**3. Develop additional steps and requirements for new member screenings – For Action**

Tony Longo would like members to provide proof that raw materials are sent to Santa Barbara County addresses and that all items sold at the show are made locally. He understands that some members are concerned they are giving away “trade secrets” or that receipts might be fabricated, and would suggest that some of this information could be “blacked out” or records could only be reviewed by City Staff.

Lisa Brown reminded that photographs of members making their work is required. She thinks monitoring raw materials would be difficult. The monitor is asked to pay attention and to direct members for screening when new items are displayed.

Tim Cardy has never had to provide any such documentation in over 30 years of being involved in juried art shows.

Mr. Longo clarified that he would require applicants to bring in receipts with their application before being juried.

Lyz Rothman suggested that a photograph of a member in their studio would be good or randomly checking studios every month. She believes bringing in artwork in different stages is helpful and confirms authenticity; of course, anything can be faked. Ms. Rothman encourages members to support the monitors when they want to raise questions or concerns.

Jason Bryan shared that he has conducted multiple studio visits.

Claire Weber is in favor of receipts for new members because she has seen people who are out of compliance. If there is a suspicion about a current member, then receipts could be required. The Palm Springs Village Fest does this and she thinks it works as a deterrent.

Margaret Landreau suggested focusing on having a person demonstrate their work.

Eric Whitney supports the concept and would have no problem sharing receipts. He would assume many would feel the same. There could be some resistance from a proprietary perspective and it could get onerous for Staff. The important thing is to deter fraud that degrades the show. The show used to be more managed by the artists and craftspeople themselves with less reliance on the monitor for spotting a violation. The members monitored each other. He asks that members not be contentious among each other when there is a concern raised.

Mr. Longo would ask for a receipt with a member's address and materials brought to their screening, and the vendor information could be "blacked out." Proof that materials were sent to a Santa Barbara address is what matters.

Mr. Bryan stated that there is a process for reviewing the work of existing members who are suspected and this is a studio visit.

Mr. Longo asked staff to consider if it would be legally acceptable to require receipts with delivery address and photographs of the artist making the art in stages. Mr. Bryan would support having these items added and, if receipts could not be produced, the committee could decide how to proceed.

Marilyn Dannehower questioned what the receipts would prove. The receipts would give evidence for a single purchase. A member, once let in, could then buy items that would not be acceptable.

**4. Review "grandfather clause" to allow items to be sold at the Show that are no longer permitted – For Discussion**

Tony Longo explained there are items being sold at the show that are no longer approvable. He stated that there is no grandfather clause, which means if a member joins the show and is approved to sell items that are determined by future committees to not be approvable items, then the originally approved items can continue to be sold only by the member until they leave the show. Mr. Longo suggests that if an item is grandfathered in, then everyone should be allowed to make and sell the item.

Jason Bryan suggested this could be added to Qualification of Work under B 23.

Eric Whitney reminded that when a law or regulation is passed, it is not uncommon for companies to have a period of time to phase out what the law now prohibits. Where the rules governing the show have changed for good reason, there should be a reasonable period of time for a member to phase out items that they would have been selling under prior rules.

Lyz Rothman asked if there were other "grandfathered" issues.

This item will be continued to the next agenda.

**5. Updates on membership fees for fiscal year 2018 – For Information**

Jason Bryan reported that there has been a 3% increase in fees across the Recreation Department. Membership fees have not increased over the past three years during the Cabrillo bridge construction project.

Tony Longo is concerned about minors joining the show. He asked if parents or guardians will be present to supervise.

**STAFF REPORTS**

**1. General correspondence – For Discussion**

No discussion.

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

Jason Bryan is waiting to receive documentation for a case under investigation.

Mr. Bryan reported that Skater's Point skate park events in the past few weeks were not sanctioned by the City. If there is an issue where visitors to the park are preventing the operation of the show or dangerous activities are being observed, members should call



