



CITY OF SANTA BARBARA

**REGULAR MONTHLY MEETING
SANTA BARBARA ARTS AND CRAFTS SHOW
ADVISORY COMMITTEE**

Tuesday, October 10, 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

6:33 PM

ROLL CALL

Committee

Nicole Horstin, Crafts – Present
Lisa Brown, Crafts – Arrived at 6:40 PM
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
Roger Perry – Not Present
1st Alternate Member, Crafts
Margaret Landreau – Present

SCREEN NEW MEMBERS

CHANGES TO AGENDA

None.

PUBLIC COMMENT

None.

CONSENT CALENDAR

1. Approval of Minutes of the September 12, 2017 – For Action (Attachment)

Margaret Landreau requests that under Old Business Item 2 that reads “685 rack postcards” be corrected to “685 postcards.” Ms. Landreau requests under Old Business Item 6 that reads “She believes Mr. Whitney has made it clear that handicap people do not deserve to have accommodation” be changed to “She believes Mr. Whitney has made it clear that he does not believe handicapped people deserve to have accommodation.” Ms. Landreau requests that under New Business Item 3a that reads “If members are sharing a space, they must relinquish the space assignment not being used (assuming both have space assignments)” be changed to “If members are sharing a space, they must relinquish the space assignment not being used on that day (assuming both have space assignments).”

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

2. Statistics Report – For Information (Attachment)

Jason Bryan reported that average attendance in the month of September was 67%.

OLD BUSINESS

1. Citations, Complaints and Incidents – For Discussion

Jason Bryan reported that he and Nicole Horstin visited Krste Pavlov's studio on Monday, October 9th. It was observed that the artwork in question does have a very smooth surface treatment. The method was demonstrated and to their satisfaction it was observed that Mr. Pavlov is producing the work by hand in accordance with show rules.

After reviewing the Committee's decision to issue a one-week suspension to Mr. Pavlov for violating the Code of Conduct for his mistreatment of the monitor, Mr. Bryan is declining to uphold the suspension. Committee members request a report on why Jason Bryan and Judith McCaffrey overruled the committee's recommendation on a violations against Pavlov that they may use in a letter to the director.

Lyz Rothman faults Mr. Pavlov for not allowing a studio inspection sooner and causing the situation to escalate. She believes mistreating the monitor is absolutely unacceptable, and threatening the monitor cannot be allowed. Ms. Rothman asked what action the Committee could take if they do not agree with Staff's decision. Mr. Bryan explained that a letter could be written to the Director.

Jason Bryan reported that there is a pending citation against another show member and staff is awaiting the member's response. There is also an issue with a copyright infringement case involving a member and this has been referred to the show member to resolve.

Edward Schmitz questioned why the sorority party that occurred at Chase Palm Park two weeks ago, which was very disruptive to the show, was permitted. He stated there was loud music and disorderly conduct. Mr. Bryan responded that major events are denied when it is seen as a conflict with the show.

Marilyn Loperfido reminded that there is a complaint form any show member can complete and give to Staff.

2. Advertising Report – For Discussion

Jason Bryan reported that all remaining funds have been allocated. The paid Facebook boosts, at only \$25 per boost, have significantly increased traffic to the show's site. Mr. Bryan will give a full report in November.

3. Receive a Report from the Advertising Ad-Hoc Committee

Lisa Brown explained there has been no additional work or activity since last month, primarily because there is no additional advertising money.

Lyz Rothman requests follow-up from Staff about the suggestion to bring a coffee cart to the show as a way to raise money.

Tony Longo asked about progress with the library display case.

Mr. Longo asked if there will be any winter publication done by the Parks and Recreation department. He would hope that the Arts and Crafts Show is mentioned.

Mr. Bryan has posted a Craig's List announcement drafted by Lyz Rothman. There will be an announcement in City News in Brief this week.

Marilyn Loperfido thanked Margaret Landreau for her articles in The Sentinel.

Mr. Longo expressed appreciation for the signs along Cabrillo Boulevard.

Ms. Loperfido requests a sign to be placed between the Garden Street freeway exit and Cabrillo Boulevard. Mr. Bryan explained the signs need to be in show's footprint.

Mr. Longo asked about producing State Street banners to coincide with the show's anniversary. He requested that the Advertising Committee look into the costs and the schedule. The money could be gradually put in a reserve for this purpose. Mr. Bryan researched this in the past and learned the production cost would be approximately \$10,000.

4. Bridge Replacement Project Updates – For Discussion

Jason Bryan has talked to the Parks Department about the irrigation schedule along and in the show's footprint. He understands the irrigation system has been on early Sunday morning and this is only temporary while the fence is up.

Edward Schmitz wants an email sent that show members should be aware there may be watering. Mr. Bryan has communicated that this watering should not occur at any time on Sunday or Saturday.

Mr. Bryan shared that all but one member in the Arts section with a temporary assignment had chosen a space in preparation for the space assignment meeting on the 15th. Tony Longo has not made his decision. Mr. Bryan explained that if Mr. Longo does not make a decision or attend the space assignment, he will put Mr. Longo in his old space assignment of 32-37.

5. Review Recommendation to Reinstate the Rain Out Day Make-Up Rule Without an Expiration Date – For Information

Jason Bryan explained that this rule pertains to the Municipal Code so a 2/3rds affirmative vote would be required to reinstate it. There will be legal review by the City Attorney.

Tony Longo does not recall a requirement to obtain a 2/3rds vote. He believes there have been changes without this vote.

Mr. Bryan will bring the language for the rule change to the next meeting.

Mr. Longo sees this as impacting people's livelihood.

6. Discuss General Accommodation for ADA-Approved Members Regarding Space Claiming Process – For Discussion

Jason Bryan explained this issue has been discussed at several meetings, and there are no new recommendations from Staff.

NEW BUSINESS

1. Staff to notify members if Casa Las Palmas parking lot will be inaccessible.

Jason Bryan has asked to be notified when rentals occur on Sunday or Saturday in the vicinity of the show.

2. Review Requests for Accommodation – For Action

a. Review assignment of space 98-100 to Steven Pate.

Motioned, seconded, and carried unanimously to assign 98-100 to Steven Pate for 6 months.

b. Review assignment of ADA space to Charlene Kraft.

Motioned, seconded, and carried unanimously that there be no space assignment due to the reopening of the Arts section this month and Ms. Kraft's returning to her space. She may request a handicap space assignment at a future meeting.

c. Review temporary accommodation request for Necia Cardona.

Motioned, seconded, and carried unanimously to approve another 6 months of temporary ADA status for Necia Cardona.

d. Review the sharing of the space of Mette Julian with Charlotte Barnard or Christopher Bojorquez.

Motioned, seconded, and carried unanimously to allow Mette Julian to share a space with Charlotte Barnard or Christopher Bojorquez.

e. Review space sharing request from Leah Homem.

Motioned, seconded and carried with Nichole Horstin and Tony Longo opposing that Leah Homem may share a space with Margaret Landreau with a reminder that both Leah Homem and Margaret Landreau must be present at 10:00 AM.

f. Review space sharing request from Margaret Landreau.

Motioned, seconded and carried with Nichole Horstin and Tony Longo opposing that Margaret Landreau may share a space with Leah Homem with a reminder that both Margaret Landreau and Leah Homem must be present at 10:00 AM.

g. Review temporary handicap status for Leah Homem.

Motioned, seconded, and carried unanimously to approve Leah Homem's temporary status for 3 months.

3. Consider Beginning Registration on SignUpGenius at 10:45 AM for Members with ADA Status for Holiday/Saturday Shows – For Discussion

Jason Bryan reviewed that there are two designated ADA spaces available on holiday shows. If an ADA member does not claim the space by 10:00 AM, these spaces become open to all members.

Tony Longo sees this as an unfair situation. He reminded that with ADA guidelines we are only obligated to make the situation equal.

Eric Whitney reminded that the SignUpGenius reservation list is sent to all members and will list if an ADA space has been reserved or is available through standard space claiming procedures.

4. Discuss reinstatement of quarterly payment option – For Discussion

Tony Longo supports the quarterly payment option and believes it would help retain members.

Jason Bryan reviewed that many members fell behind when a quarterly payment plan was in place. Staff might reapprove, but he believes there would need to be an additional amount added to each payment.

Lyz Rothman questions the need for additional fees and why the monitor is not able to process credit card payments.

Ms. Rothman believes no one is making a living at the show, and a quarterly payment plan will support all members.

Lisa Brown believes there is a financial responsibility required of members. She budgets and saves to make her payments. By adding the quarterly option, she believe there will be an added administrative cost that the show will pay for and could in fact increase the number of members dropping, after only a quarter of membership.

Mr. Longo asked if quarterly payments could be offered on a case by case basis. Mr. Bryan said he would like a policy in place that applies to all show members.

Marilyn Loperfido reviewed that when the economy crashed, this payment option was created to retain members. This did address the need. She agrees that members are not making enough money at the show, and disagrees that is a matter of personal budgeting. She knows several members who have dropped the show because they could not afford it.

Eric Whitney reminds there is a historical reference that paints a negative light on shortening the payment cycle. It may not be the intent of the policy to allow members to come in and out of the show, but it will make it a greater possibility. There is administrative overhead. This will extend what the monitor has to do. There are some negative consequences. He suggests reviewing again when there is new financial software.

Ms. Loperfido would not support additional fees added to a payment plan.

Mr. Longo suggests a contract being required to choose a quarterly payment option and having it on auto-pay.

Mr. Bryan sees advantages with the city's new accounting software that may allow payments to be entered on a quarterly schedule.

Ms. Rothman suggests this as an emergency allowance permitted for one year every ten years of membership. If there is a quarterly plan and a member does default, there should be a penalty.

Motioned, seconded and carried unanimously to continue this item to the next meeting.

5. Review Process and Policies for Youth Members – For Discussion

Jason Bryan has discussed youth memberships with management and it has been recommended that a youth member have a parent present at his or her screening. A parent will not be required to supervise the youth member at every show. At the age of 18, a youth membership will convert to a full membership and rescreening will be required.

Lyz Rothman is concerned about not having a parent present with a youth member. She believes this would be better suited as a mentorship program where youth members would be guided.

Lisa Brown believes younger members may show a greater level of maturity.

Tim Cardy would like to have a parent present with youth members up to a certain age.

Tony Longo wants to know who will have the information regarding an emergency contact for the minor. He believes parents should be present.

Mr. Bryan reminded that the city has policies in place in all youth programs that could be replicated.

Marilyn Loperfido reminded that Mark Hilley joined when he was 17 years old and high school students can take jobs without having their parents present. The point of bringing in youth members is to grow the show and encourage new members.

Trisha Dalziel would like to encourage a mentorship program. She would also like the Committee to consider ways to support a younger member who might also have a parent who is a show member.

Mr. Bryan will return with some ideas and guidelines.

Motioned, seconded and carried unanimously to extend the meeting for three minutes.

6. Discuss Rule Enforcement – For Discussion

Motioned, seconded and carried unanimously to continue to the next meeting and to place them at the beginning of the agenda.

7. Discuss Safety Issues Near the Show – For Discussion

- a. **Complaints regarding illegal activity.**
- b. **Issues with bicycles, skateboards and rental vehicles in the area.**

Motioned, seconded and carried unanimously to continue both items to the next meeting and to place them at the beginning of the agenda.

STAFF REPORTS

1. General Correspondence – For Discussion

- a. **Email from Marilyn Loperfido regarding library display case.**
- b. **Email from Marilyn Loperfido regarding grant opportunity.**
- c. **Email from Staff regarding call for artists.**

ITEMS FOR November 14, 2017 MEETING

Staff will research the requirement of a 2/3rd approval vote needed to propose changes to the Municipal Code.

Request from Marilyn Loperfido to change the space sharing rule to reflect only the person's assigned space or a designated handicap space.

ADJOURNMENT

9:03 PM

**Next Regular Meeting: Louise Lowry Davis Center
 Tuesday November 14, 2017**