



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

Tuesday, March 14, 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

6:08 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

None.

PUBLIC COMMENT

None.

CONSENT CALENDAR

1. **Approval of Minutes of the January 10, 2017 – For Action (Attachment)**
Change to Old Business Item 2. Change “Marilyn Dannehower reported there was no Ad-Hoc Committee meeting for two months.” Revise to “Marilyn Dannehower reported there was one Ad-Hoc Committee meeting in December.” Motioned, seconded and carried unanimously to approve the minutes with this change.
2. **Statistics Report – For Information (Attachment)**
Jason Bryan reported that average attendance for the month of February was 59%. He attributes this low number to poor weather.

OLD BUSINESS

1. **Advertising Report**
Jason Bryan reported that a full budget will be presented at the next meeting. Mr. Bryan reminded the Committee about prior discussions to increase advertisements and publicity efforts after bridge construction is completed.
2. **Receive a report from the advertising Ad-Hoc Committee**
Lisa Brown reported that an advertising schedule has been created, which includes a

monthly spot in The Sentinel. The rack cards are being reworked, and press releases are being prepared. The Committee is looking into how to reach out specifically to Millennials who represent about 40% of visitors to Santa Barbara, according to information from VisitSB. Some ways to target these visitors is through social media (such as Instagram) and reciprocal relationships with Funk Zone businesses (such as events at tasting rooms with artwork from Arts and Crafts Show on view). The Committee plans to fundraise for television commercials during the holidays. A silent auction at the Anniversary Show opening event or the sale of t-shirts designed to promote the Show could be means to fundraise. The Committee is also looking into participating in future events with the Chamber of Commerce and VisitSB.

Ms. Brown also explained that the Committee is exploring membership scholarships to encourage young artists to join the Show.

Claire Weber suggested promoting the Show to Amtrak riders coming from Los Angeles.

3. Bridge Replacement Project Updates – For Discussion

Jason Bryan does not have a firm date on the completion of the bridge replacement project. The recent storms eroded the temporary bridge so it will be removed and that will, more or less, return the Show line to its preconstruction state. The turf replacement in the area to the East of the construction zone will require temporary relocation of additional members.

The sidewalk closure that affected 5 artist will be completed this week and should be reopened this Sunday, allowing these artists to return to their space assignments.

The widening of the creek toward State Street has led to the loss of two assigned spaces in the Show line, which was anticipated and planned before construction began.

4. Develop guidelines for new Saturday space assignment system – For Discussion

Jason Bryan has done internal testing and the first beta test was conducted today with 7 members participating. A few issues need to be resolved. The next test will be opened to the full Advisory Committee and subsequent tests will extend to the entire membership.

Eric Whitney discovered that access to SignUp Genius is restricted to the email Mr. Bryan registers. This is a good safeguard, and also means members need to update email addresses, if they change. There is a “change your name” feature that might be an issue. Mr. Whitney felt that the system worked well. He attempted to subvert the system, but was prevented from signing up as someone else.

Tony Longo wanted to know how monitors will be able to confirm space assignments. Jason Bryan explained that monitors will receive a printed sign-up sheet. Space assignments for Saturday shows are valid until 10:00 AM.

Aundrea Tavakkoly would like members to be given advanced notice if a member signs up and then notifies Staff they will not be in attendance.

Mr. Longo asked how many people usually attend a Saturday show. Trisha Dalziel responded that about 30 members attend.

5. Plan for a 2-month exhibit at the Cabrillo Pavilion Arts Center for May and June 2017 – For Discussion

Jason Bryan shared a few dates: April 25th is the drop-off date for all wall-hanging art and craft items; June 26 is the pick-up date for all exhibited items; May 16th is the evening of the opening reception; and May 20-21 is the 52nd Anniversary Weekend Show. Artwork will hang for 2 months. Craft items will be on tables only at the reception.

Mr. Bryan shared that Claire Weber helped organize the beautiful reception last year and has agreed to assist this year. Volunteers are needed so please contact her. Members will be given designated table space to sell items at the reception.

Ms. Weber is requesting a Committee member to assist with planning and preparation. Tony Longo and Nichole Horstin will help. Trisha Dalziel also offered to help.

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

Jason Bryan recommended a special space assignment meeting where members who have been displaced to temporary spaces can choose to keep the temporary space or to return to pre-construction space. Neal Crosbie has been in the Crafts section and will return to the Arts section.

Aundrea Tavakkoly suggested that members who have two spaces (one inside the construction zone) should choose which space to retain upon construction completion and then, at the next regular space assignment meeting, the space they vacated would be made available.

Tony Longo asked how long it would be between completion of the construction project and the space assignment meeting when this would occur. Mr. Bryan anticipated that by the end of March traffic lanes and sidewalks will be opened; in April sod and landscaping will be completed; in early May everything will open and a special space assignment meeting for impacted Arts section members will be scheduled. Mr. Bryan would not anticipate that the old Arts section spaces will be open before the April space assignment meeting.

NEW BUSINESS

1. Review the election results and welcome the new committee - For Discussion

Jason Bryan congratulated Lisa Brown for her election to the Committee as a Crafts member and welcomed Tim Cardy as a Crafts Alternate member.

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

Jason Bryan explained that this agreement will be used for the 52nd Anniversary event and future events. Expectations will be outlined, as well as, drop-off and pick-up dates. Every participant will be required to sign this agreement. Mr. Bryan will draft the agreement.

Marilyn Loperfido agreed that a contract will be helpful. She made the following recommendations regarding outside events: one member of Advisory Committee and one show member should be selected as co-chairs; the co-chairs will share responsibilities equally; and the agreement signed by all participants shall not hold the City responsible. Ms. Loperfido would like to be on the 52nd Anniversary Event committee.

3. Presentation of proposed Arts and Crafts Show signs by Hunt Design – For Discussion

Jason Bryan reviewed that there will be 7 signs along the show area mounted to streetlight poles and presented a rendering of the signs.

Tony Longo suggested that the logo should be larger and the location of the sign on the pole is too high for pedestrians. Mr. Bryan will take these recommendations back staff.

Aundrea Tavakkoly would like to see the logo a little bigger.

4. Consider if members can be given attendance credit for absences on a specified number of Sundays for professional shows or other obligations – For Discussion

Jason Bryan explained that staff is concerned about what constitutes a professional show and what would be the criteria for this designation. Mr. Bryan suggested the idea of a floating holiday. There are many examples of what would qualify for a floating holiday: personal obligation, family illness, vacation. An important concern is if this is an attendance credit or an attendance waiver in which case a member is not in jeopardy of losing a space assignment.

Nicole Horstin stated that if a member is showing less than 50% of the time, a floating holiday would provide a safety net to prevent them from losing their space that quarter.

Tony Longo stated that there already is a medical leave policy in the rules. Mr. Bryan reviewed that a member who provides a doctor's note before the end of the quarter will be excused from the minimum attendance credit requirement.

Aundrea Tavakkoly would like to know what qualifies as a medical excuse. Mr. Bryan explained the note must have a date range with the restrictions stipulated that prevented attendance and participation. This does not provide attendance credit, but rather can prevent a member from losing a space assignment.

Mr. Longo would allow a receipt that confirmed involvement in a professional show as acceptable to preventing the loss of a space assignment. It should be a legitimate reason to prevent someone from losing their space.

Ms. Tavakkoly could support the floating holiday. She questioned how the Committee can determine what type of shows will qualify or what type of life events might qualify.

Lisa Brown has spoken to other members about this idea and most responded that they did not think someone who chose to do a different show to avoid losing their space should receive credit. This policy would only benefit a small group of participants.

Marilyn Loperfido wanted clarification on a floating holiday. Mr. Bryan suggested that after membership of a specified period of time, one floating holiday could be available per membership year to be used at the member's discretion.

Mr. Longo would want the policy to be fair for newer members as well.

Claire Weber agreed it is difficult for new members who see older members with assigned spaces. There can be unintended consequences to these policies. Members who do participate in outside shows maintain an attendance schedule so they can keep their space assignment.

Ms. Tavakkoly added that if you have done this planning and then you are sick, a floating day would make the difference between attending the show very sick or staying home. She recommended that membership vote on this issue. She would support a floating holiday that would not add to a member's attendance credit and would only prevent the loss of a space assignment. This holiday could be used for any reason.

Eric Whitney stated that this discussion is about 6 attendance credits in a quarter. He stated it's ridiculous to think that the Arts and Crafts Show is not enough of a priority. If

a member is too sick, then they only need to get a doctor's note. This is a show about cultural and artistic exchange with artists and visitors, which makes attendance important.

Ms. Loperfido stated that a sick day cannot be planned. She believed a free pass without restrictions would work.

Mr. Bryan would like to draft language with input from Ms. Tavakkoly and will return to the Committee for review.

5. Consider paid Facebook boost of up to \$25 per holiday show to promote the Show – For Action

Jason Bryan reported that the department has been using paid boosts for recreation programs. For holiday shows, paid boosts would be a cost effective way to inform people and the desired audience could be targeted demographically. It is possible to discontinue at any time. This is a powerful marketing tool used by many people.

Motioned, seconded and carried unanimously to approve \$100 for next 4 holiday shows.

Tim Cardy stated he has used Facebook advertising, spending about \$25 a month, and it has been very effective for his business.

Marilyn Loperfido would see the weekends of Labor Day and Memorial Day, Anniversary Show, and Fiesta as important dates to promote.

5. Review Requests for Accommodation – For Action

- a. Review the sharing of the space of Mette Julian with Charlotte Barnard or Christopher Bojorquez approved on November 8, 2016.

Motioned, seconded and carried unanimously to approve the sharing for an additional 3 months.

- b. Review Leah Homem's temporary disability status approved in August 9, 2016 for 6 months with the provision that it may be extended with a physician's note with more details.

Jason Bryan reported that Leah Homem has been temporarily assigned to the space assigned to Susan Richards who is on a medical leave. Mr. Bryan requested that Ms. Homem's assignment be reauthorized for 2 months at which time the Staff nurse can review all members who are currently requesting accommodation and make recommendations for the assignment of this space.

STAFF REPORTS

1. General correspondence – For Discussion

- a. Email from Patrick Keen regarding health condition.

Jason Bryan shared that Patrick Keen's wife is ill and he is requesting donations. A Show member could initiate a funding campaign.

- b. Email from Jim Koorey regarding attendance credit agenda item.
- c. Email from Sylvie Terrell regarding attendance credit agenda item.
- d. Email (1) from Janet Jacobsen regarding attendance credit agenda item.
- e. Email (2) from Janet Jacobsen regarding attendance credit agenda item.
- f. Email (3) from Janet Jacobsen regarding attendance credit agenda item.
- g. Email from Jeff Kennedy regarding complaint against David Sugich.

- h. Email from Jeff Kennedy regarding rained out Saturday show.
- i. Email from Jeff Kennedy regarding Sunday weather day vote.

Jason Bryan reported that Barbara Larson had a box of tools stolen several weeks ago. Show members are reminded to watch their things.

2. Citations, Complaints and Incidents – For Action

a. Review complaint from Claire Weber to Marilyn Loperfido relating to the Chamber After Hours event.

Jason Bryan reported that a response from Marilyn Loperfido had been received after the meeting packet was prepared and was emailed yesterday to Committee members.

Mr. Bryan asked the Committee to consider if this complaint should be brought to a violation hearing or if the preparation of a participant agreement will suffice. Regarding the complaint, there are two items that were of concern to staff. The first is that items on display at the event would not have been approved for sale in the show and second Ms. Loperfido's late arrival and disturbance at the event.

Tony Longo stated that this incident did happen and the development of a future agreement does not resolve the complaint. He found the two issues to be egregious and the rules of the show should apply in this situation.

Motioned, seconded and carried unanimously to complete a notice of violation.

Mariyln Loperfido does not believe that what occurred is being addressed. The situation as seen by one person was very different then how it was seen by the other. Ms. Loperfido is prepared to submit a violation against Ms. Weber. She stated both women were under a terrific amount of stress.

Eric Whitney witnessed the interaction. The documentation presented by Ms. Loperfido was filled with fabrication. There was no attempt to remove the items. She brought unfinished items. Ms. Loperfido showed up with food so the urgency to arrive on time was not observed. She clearly grabbed food first. Ms. Weber did a very professional job. Ms. Loperfido was defiant of Ms. Weber's authority in this situation.

Ms. Weber stated that she was insulted by the "high road" and all the lies in the statement. If she had taken a highlighter to the documents, she would show the inaccuracies. She would not have grabbed Ms. Loperfido's tray of items. Ms. Weber does not wish the Committee to be left with this impression of her. The letter was a slam of insults and lies. It was horrible to receive.

- b. Jason Bryan reported that body care products sold by show member Galit Shani were being made by her family members. Because this was a violation of the individual workmanship requirement Ms. Shani has been dropped from the show.

ITEMS FOR April 11, 2017 MEETING

None.

ADJOURNMENT

9:01 PM

Next Regular Meeting: **Louise Lowry Davis Center**
Tuesday April 11, 2017

**Santa Barbara Arts & Crafts Show
Artist Screening Results
March 14, 2017**

Last	First	Section	New Addition Rejoin	Description	Decision	Cautions
Summer	Cari	Crafts	Addition	wire wrapped and metal necklace, earring, and bracelet with sea glass and beads; resin pendant; leather earring and bracelet	wire: 3-1 leather:4-0	no stacked sea glass or beads
Dobrianov	Stefan	Crafts	Addition	leather bag, keychain, cuff, wallet, bracelet, ring, necklace, sleeve, cardholder, tray, motorcycle side bag, and seat	4-0	no plastic phone case; no logo patches on sleeves; "Santa Barbara" stamp must be small
Blair	Amy	Crafts	Review	wire wrap with shell earring and bracelet	3-1	
Odom	Chaille	Crafts	Review	beaded necklace	Postponed	
Corona	Lupe	Crafts	New	leather bag, keychain, wallet, and bracelet; cloth bag; yoga bag	4-0	minimal hardware
Pauletto	Silvia	Crafts	New	gem and sea glass rings, braided leather earring; metal clay pendant bracelet	4-0	
Sylvester	Geoffrey	Crafts	New	key tag	Postponed	
Thompson	Lindsay	Crafts	New	mixed media painting	Withdrawn	
Hotujac	Olga	Crafts	New	oil and acrylic painting	4-0	
Richards	Rio	Crafts	New	oil and acrylic painting, watercolor on paper	4-0	
Wright	Guy	Crafts	New	ukulele	4-0	