



CITY OF SANTA BARBARA

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

Tuesday, February 13, 2018

**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

6:35 PM

ROLL CALL

Committee

Peggy Buchanan, Arts – Present
Lisa Brown, Crafts – Present
Nicole Horstin, Crafts – Present
Lyz Rothman, Arts, Chair – Present

Staff

Jason Bryan, Recreation Supervisor – Present
Dana Simpson, Recreation Specialist – Present
Parks & Recreation Commission Liaison
Roger Perry – Present

Member At Large

Tim Cardy – Present

1st Alternate Member, Crafts

Margaret Landreau – Present

SCREEN NEW MEMBERS

CHANGES TO AGENDA

Jason Bryan requested that New Business, Item 1 be discussed first.

PUBLIC COMMENT

Marilyn Dannehower asked the committee to consider placing on the agenda the idea of integrating the art and craft sections. Many members believe that it would make a more interesting show for the customers without a large group of photographers together and a large group of jewelers together. Pamela Newman agreed with Ms. Dannehower's recommendation.

Committee requested an agenda item be added next month to discuss merging the arts and crafts sections and/or allow the gap day rule to be applied every Sunday until the art section has reached full membership.

CONSENT CALENDAR

1. Approval of Minutes of the January 9, 2018 – For Action (Attachment)

Motioned, seconded and carried unanimously to approve the minutes as submitted.

2. Statistics Report – For Information (Attachment)

Jason Bryan discussed that outreach to potential members will begin late spring with a social media campaign.

Margaret Landreau believes if artists were making more money at the show, there would be more members. She asked that the city spend advertising money to attract visitors who will then purchase items at the show and support the members.

OLD BUSINESS

1. Citations, Complaints and Incidents – For Discussion

Jason Bryan distributed a copy of the complaint filed by Richard Paluch. Mr. Bryan reminded that the staff nurse reviews all applications for disability status and gives recommendations on ADA space assignments.

2. Advertising Report – For Discussion

Jason Bryan informed that the Chamber of Commerce annual membership fee has increased slightly from \$395 to \$410. Being a member of the Chamber continues to be a good investment and provides promotion and visibility for the show.

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

Marilyn Dannehower distributed a draft budget. With almost all the advertising bids, Ms. Dannehower has negotiated a lower price. For example, the Chamber of Commerce flat map was negotiated to \$500, printing of the rack card was reduced from \$3,000 to \$1,977, and inclusion in the Funk Zone map was reduced by 50%. She also reminded that there are other free and low cost ways to promote the show.

Lyz Rothman added that more members are needed and encouraged members to consider volunteering on the Ad-Hoc Committee.

The committee discussed adding to the next agenda the possibility of partnering with the new owners of the downtown Macy's store and would like to invite Marilyn Loperfido to attend and present.

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

Jason Bryan reviewed issues raised regarding youth members who may need additional supervision. A mentorship approach has been discussed. The application will be modified to have the parent sign-off. The legal process is clear, but additional policies may need to be developed.

Lyz Rothman proposed a 25% discount for a member who would mentor a youth member whose membership would also be discounted by 25%. Members run their own businesses at the show so being expected to assist a youth member may be unfair. A mentor and youth member would share a space, until a certain point. Ms. Rothman agrees this is a difficult show and there are concerns that the youth members would be "thrown in." The member would need to sign a contract and agree to provide support. There would need to be a special screening for a youth member. This may be an issue that may require a sub-committee.

Mr. Bryan reminded there are lifeguards who are 16 years of age and demonstrate a high degree of maturity and responsibility in their jobs. The city would pay for a LifeScan check of the show member who would be the mentor.

Mr. Bryan proposed that an ad-hoc committee be formed to develop policies. Their recommendations would be brought back to the committee.

Marilyn Dannehower asked if the city has paid to do any outreach specific to youth members and if there been a response. Mr. Bryan reported that until a system is in place, outreach will be limited to general show promotion.

Ms. Rothman asked that outreach be focused on college students.

Tim Cardy would also like to see college students included in the program.

Ms. Rothman would imagine the scholarship would be of more value to college students than the mentorship.

Lisa Brown clarified that the scholarship program being considered by the Advertising Ad-Hoc Committee is for emerging artists. This is different from a youth membership.

David Draeger recently saw a wood carving class from Dos Pueblos High School selling at a Goleta arts event.

Mr. Cardy asked about having a featured program or art class where the students in the class could attend the show.

Mr. Bryan reviewed that a nonprofit can participate in the show or demonstrate in the Chase Palm Park Center lawn area adjacent to the creek; however, these spaces have been designated as ADA spaces due to member needs.

Pamela Newman would like to know if a space in the crafts section could be designated for an Artist of the Month or a nonprofit. Mr. Bryan responded that this could be a possibility.

Margaret Landreau would support attracting college students in order to expand membership. The high school student may benefit from a mentorship program, but may not join the show.

Ms. Rothman will report at the next meeting on the adult emerging artist effort and youth mentorship program.

NEW BUSINESS

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

Jason Bryan reviewed that the committee chair is elected twice a year. The current appointment would end in June.

Motioned, seconded and carried unanimously to elect Lyz Rothman as chair.

2. Continue the \$25 paid Facebook boosts for holiday shows – For Action

Jason Bryan reviewed that this was a short-term advertising expense and would like it to be continued until the committee takes action to end it.

Margaret Landreau supported this marketing expense.

Motioned, seconded and carried unanimously to approve \$25 Facebook boosts for all holiday shows.

3. Consider a rule change to amend the time a member may claim an assigned space from 10:00 AM to 9:30 AM – For Discussion

Jason Bryan reminded that a rule change follows a formal process and vote. Draft language will need to be written in an agenda and reviewed as a discussion item, and then a vote could occur at a subsequent meeting.

Lyz Rothman sees this as an important change because people with a space assignment can claim their spot until 10 AM and if the space is not claimed, other members who are present earlier cannot claim the space until 10 AM. By that point, everyone is stressed. The show is not starting in a good way. These front row spots and gaps need to be filled to give a more professional look to the show and a better customer experience. This will not change the start of the show.

Tim Cardy reminded it is very tricky when you don't have an assigned spot. Rushing to set up is difficult. He would support the 9:30 AM change because the additional 30 minutes would make a difference.

Nicole Horstin added that members block the sidewalk when they are still setting up after 10 AM. The show looks more professional when there are fewer gaps.

Marilyn Dannehower would ask how the Gap rule would be affected and how this change would affect other rules and procedures.

Margaret Landreau liked the idea and would want input from art section members because many of them arrive later.

Ms. Rothman urged the committee to consider changes to improve the show. The show is not working well and changes are needed.

Mr. Bryan reminded that incremental rule changes are made to improve and clarify rules. Related rules will need to be reviewed.

Claire Weber asked that all rules associated with a time be reviewed to reduce confusion around different times.

4. Consider a rule change to amend the minimum attendance time from two hours to four hours and consider a minimum number of items to display – For Discussion

Jason Bryan has noted that some members are showing for a minimum of two hours with only one or two items on display. These members are not fully participating in the show. If the member is doing this in a front row space, it is taking away from the show. The committee should consider the scale or size of items, especially in a situation where the items are very large.

Lisa Brown has noticed the gaps and believes it would give the show a better face if there were fewer gaps.

Peggy Buchanan has heard discussions among art section members and she believes members would be supportive. Regarding a minimum number of items, she asked what would happen if a member had low inventory.

Lyz Rothman reported that the monitors are not always present and cannot observe the members who are leaving the show early. The gaps are all over the place. If a member wants a better spot, they come for attendance credit, but space assignments should be earned by commitment to the show.

Margaret Landreau could support extending the minimum time, but enforcing the number of items on display crosses a line and may be unreasonable.

David Draeger disagreed with what he considered micromanagement.

Eric Whitney would not support the rule change of a minimum number of items. The monitor has been informed on multiple occasions about a member who has been leaving the show early and the monitor is applying the rules selectively.

Marilyn Dannehower would hold members to setting up for at least two hours.

Mr. Bryan confirmed that attendance would not be credited if a member left the show before the two hour minimum.

The committee requested adding G.1 to the next agenda. A leaflet with proposed rule changes could be distributed to the membership.

Tim Cardy asked if rules are not being enforced now, how new rules would be enforced.

5. Consider a rule change to clarify the use of words in art – For Discussion

Lyz Rothman does not believe the rule is evenly enforced and finds it overly restrictive.

There currently are items sold at the show that incorporate words, but the words are carefully integrated so as not to become the only or dominant appeal.

Lisa Brown would like to allow words to be incorporated into items sold at the show.

Marilyn Dannehower reminded that the rule is not just about using words. Writing "Santa Barbara," for example, can look very commercial. If words are allowed, a member might sell a bag emblazoned with "Santa Barbara" on it. Words being used for design purposes are very different from having words on merchandise. It is possible that some of these rule changes could also expand the show and eligible items, which everyone is working toward.

6. Member requesting the approval of face painting and henna application – For Discussion

This item will be continued to the next agenda.

STAFF REPORTS

1. General Correspondence – For Discussion

- a. Email from Barbara Remick regarding attendance credit.
- b. Email from Eric Whitney regarding 101 closure.
- c. Email from Eric Whitney regarding access to the show.
- d. Email from Lisa Brown regarding 101 closure.
- e. Email from Jeff Kennedy regarding top portion of Arts section.
- f. Email from Jeff Kennedy regarding Saturday attendance.
- g. Email from Jeff Kennedy regarding Show monitor.
- h. Email from Jeff Kennedy regarding Sunday attendance credit.
- i. Email from Lenny Ross regarding Sunday attendance credit.

ITEMS FOR March 13, 2018 MEETING

ADJOURNMENT

9:05 PM

**Next Regular Meeting: Louise Lowry Davis Center
Tuesday, March 13, 2018**

