



**CITY OF SANTA BARBARA**

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

**Tuesday, March 13, 2018**

**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**

Motioned, seconded and carried unanimously to approve Ms. Horstin to chair this meeting.

**Committee**

Lisa Brown, Crafts – Present  
Peggy Buchanan, Arts – Excused Absence  
Nicole Horstin, Crafts – Present  
Lyz Rothman Arts, Chair – Excused Absence  
**Member At Large**  
Tim Cardy – Present

**Staff**

Jason Bryan, Senior Recreation Supervisor – Present  
Dana Simpson, Recreation Specialist – Present  
**Parks & Recreation Commission Liaison**  
Roger Perry – Present  
**1<sup>st</sup> Alternate Member, Crafts**  
Margaret Landreau – Excused Absence

**SCREEN NEW MEMBERS**

**CHANGES TO AGENDA**

Jason Bryan suggested that some items on the agenda to be presented by Lyz Rothman could be continued to the next meeting due to her absence.

**PUBLIC COMMENT**

None.

**CONSENT CALENDAR**

**1. Approval of Minutes of the February 13, 2018 – For Action (Attachment)**

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

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

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

**OLD BUSINESS**

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

Jason Bryan reported that there are no new complaints. Last month, he reported on a complaint filed by Richard Paluch against himself regarding Mr. Paluch's ADA accommodation, but the space in question is not being vacated. Mr. Bryan stated that

there is no pending change to the ADA space assignment Mr. Paluch requested until a space opens up, then it will be reviewed for medical need by the staff nurse.

Mr. Bryan learned about the unpermitted soccer game near the show two weeks ago and reported this to the park manager. The park ranger should immediately be contacted if a large, organized soccer game occurs again.

Marilyn Loperfido would like to see a sign that states “No soccer can be played on this field.” Two of these signs were posted every Sunday in the past. Having the sign again might be easier than contacting the park ranger each time.

Claire Weber added that members face away from the park and can’t see if a soccer ball is coming toward them. It is dangerous and an injury could result. Ms. Weber also thinks the signs would be helpful.

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

Jason Bryan stated there was not an updated Advertising Report to present, as there have been no changes since last month.

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

Marilyn Dannehower shared that the Ad-Hoc Committee met in February. The mentoring program was discussed as a way to bring positive publicity to the show. They also discussed an introductory “welcome” booklet for new members to help them understand the show with tips and suggestions.

Ms. Dannehower continued that many members are concerned about the absence of members setting up at the front of the show. A sign at the front of the show is needed and another near Garden Street. She also shared that there will be 3 to 5 new postcards designed and members are invited to submit artwork. These postcards will be distributed to waterfront and downtown hotels and businesses.

Jason Bryan stated there are 2 sandwich boards available for use as interpretative and/or informational signs. The committee could design and print the signs, which would need to be set up within the footprint of the show only on show days.

Ms. Dannehower asked about submitting artwork to the Facebook page. Mr. Bryan explained that a user can directly post to the page. Mr. Bryan encourages members to post comments and interact with the show’s Facebook page.

Lisa Brown has found that her own posts on other social media sites have been promoted by Trisha Dalziel on the show’s Facebook page, which provides additional visibility for members.

### **a. Consider participating in 2018 iMadonnari Festival – For Action**

The cost to participate in iMadonnari is \$275 for a 7 by 7 space. Lyz Rothman is looking for an art section member to do the artwork.

Pamela Newman commented that the drawing last year was not a good representation of the show.

Motioned, seconded and carried unanimously to approve the \$275 expense for participation in this year's iMadonnari event.

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

Jason Bryan shared that a standard release form is used for a new member who is younger than 18 years of age and signed by the parent. This is the same form used for all city recreation programs. At this time, the department does not support a fee reduction for minors. To move forward with the youth program, Lyz Rothman would like to form an Ad-Hoc Committee to develop guidelines. The committee will consist of less than a quorum and will return with a full report.

#### **5. Review Rule G.1. – For Discussion**

Current: "Permit holders must exhibit their merchandise a minimum of two (2) hours in order to obtain attendance credit."

Proposed: "Permit holders must exhibit their merchandise a minimum of four (4) hours in order to obtain attendance credit."

Jason Bryan reviewed that a change to minimum attendance was discussed last month with the recommendation to increase attendance to 4 hours for a number of reasons.

Marilyn Dannehower has spoken to some crafts section members and many do not feel this is an issue impacting the crafts section nor do they feel another change to the rules is needed.

Lisa Brown would hope this change would reduce gaps in the show and also understands that members will still leave early so the gaps will continue.

Eric Whitney spoke to a few members in the crafts section who were not clear on why this change is needed. Integrating the two sections would help the gaps, which he believes is the overall problem.

David Draeger observes members who come just for attendance and then leave. He believes the current minimum of 2 hours is not being enforced.

Marilyn Loperfido would propose that members who are coming just for attendance should set up near the Chase Palm Park Center in a second row so the monitor can observe them and then the gaps will not occur.

Ms. Dannehower reiterated that if the 2 hour rule was enforced, this rule change would not be needed.

#### **6. 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 explained that this would be a significant rule change and would impact other rules.

Lisa Brown has had customers want to see her merchandise even before she is ready and is still trying to set up.

Marilyn Loperfido shared that this has come up over the years. Members drive from Lompoc and Santa Maria and this change would be a hardship for them. There are not that many customers around 10 AM.

Marilyn Dannehower reminded that if it states in the Municipal Code that the show starts at 10 AM, this would be a significant change.

Eric Whitney does not think this is a viable change and sees little benefit. The charm of the show is in meeting the artists.

Claire Weber added that the show does start at 10 AM, and the start time on Sunday for the American Craft Council Show in Baltimore is at 11 AM. Some members work two jobs or attend church services on Sundays.

Pamela Newman shared that in the past she used to come at 3:00 AM. This show requires dedication. She would support the change to 9:30 AM.

Motioned, seconded and carried unanimously to table.

## **NEW BUSINESS**

### **1. City response to “Rain Out Day” rule request from Advisory Committee – For Information**

Jason Bryan reported that management has reviewed the request to make this a permanent rule change. The department will allow a change without requiring a 2/3<sup>rd</sup> affirmative vote of the membership. The change will recognize the committee’s request to make the Rain Out Day rule permanent. There will be a condition: no more than 5 make-up Saturday shows in one fiscal year during the months of November to March.

Lisa Brown reminded that what was originally wanted was to remove the restrictions so the rule was in place year-round.

Mr. Bryan would like to place this item on the agenda next month for discussion and then post it for action for a subsequent meeting.

Marilyn Dannehower asked about using SignUpGenius to reserve a space on a make-up Saturday show. Jason Bryan stated that SignUpGenius has been used for make-up shows.

Eric Whitney stated this is a “win” for the show.

### **2. Member requesting the approval of face painting and henna application at the Show – For Discussion**

This item is continued to the next meeting.

### **3. Partnering with new owner of Macy’s Department store as special downtown location for the Show – For Action**

Marilyn Loperfido would like the committee to consider how to get the show a downtown presence.

Eric Whitney sees this as a private enterprise and would want to see a formal proposal.

Tim Cardy sees this as entirely separate from the show and beyond the purview of the committee.

Jason Bryan stated that the committee would not have authority over an additional downtown location.

Motioned, seconded and carried unanimously to table.

#### **4. Discuss integrating arts and crafts sections – For Discussion**

Jason Bryan stated that integrating the arts and crafts sections has been proposed many times and most recently before the bridge construction project. Feedback received from arts section members is that it could only be supported through natural attrition: when a new space became available, it would be open to all members regardless of section. Integrating sections could require a change to the Municipal Code.

Lisa Brown believes integration would benefit the show in the long-term. Across the country, shows are integrated. Ms. Brown hears from customers: "I almost gave up because it was only art." Ms. Brown believes this change could invigorate the show. Some members do not want to be next to a craftsperson if their work is of poor quality; neither does she. Everyone needs to put out their best quality work.

Nicole Horstin supports integration. She would imagine more members might even try new crafts or arts. This change may also fill in gaps.

Tim Cardy believes the best integrated shows are juried shows.

Mr. Bryan sees integration as a possibility, while making it a juried show seems less plausible to support as a public program. The show was established as a grassroots program that is open and accessible with members having a range of skill levels and experience.

Claire Weber sees the Gap Rule as benefiting the arts section and only those who can setup quickly.

Marilyn Dannehower sees this as an opportunity for artists to add items like greeting cards and other functional objects so they would be less limited by the current rules.

Eric Whitney sees this as eliminating the Gap Rule and would close gaps that exist on non-gap day because more members could move at 10 AM. This process would take a long time and is worth starting.

Marilyn Loperfido reminded that only a 50% vote was needed in the past for Municipal Code rule changes. The 2/3<sup>rd</sup> affirmative vote of the membership was added later. Ms. Loperfido suggested that the committee could change this rule back. The 2/3<sup>rd</sup> vote requirement has been an obstacle to doing many things for the show.

Ms. Dannehower asked how extensive the change would be to the Municipal Code. Mr. Bryan has reviewed the code and believes there are many references to “sections” which will require amending.

This item is continued to the next meeting.

**5. Discuss steps needed to add food trucks – For Discussion**

This item is continued to the next meeting.

**6. Discuss adding membership category for musical artists – For Discussion**

This item is continued to the next meeting.

**STAFF REPORTS**

**1. General Correspondence – For Discussion**

- a. Email from Nadine Mitchell regarding fees.
- b. Email from Joel Gruenberg regarding waterfront parking.
- c. Email from Jeff Kennedy regarding gap in art section.
- d. Email from Jeff Kennedy regarding minimum attendance.
- e. Email from Jeff Kennedy regarding online advertising.
- f. Email from Jeff Kennedy regarding space claiming.
- g. Email from Michael Beickel regarding SignUpGenius.
- h. Email from Jim Koorey regarding show unification.

**ITEMS FOR April 10, 2018 MEETING**

**ADJOURNMENT**

9:05 PM

**Next Regular Meeting: Louise Lowry Davis Center  
Tuesday, April 10, 2018**

