



**CITY OF SANTA BARBARA**

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

**Tuesday, April 10, 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**

6:50 PM

**ROLL CALL**

**Committee**

Peggy Buchanan, Arts – Present  
Lisa Brown, Crafts – Present  
Nicole Horstin, Crafts – 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

**1<sup>st</sup> Alternate Member, Crafts**

Margaret Landreau – Present

**SCREEN NEW MEMBERS**

**CHANGES TO AGENDA**

None.

**PUBLIC COMMENT**

Pamela Newman reminded that comments should be kept to two minutes.

**CONSENT CALENDAR**

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

Claire Weber requested that her statement in item 6 of Old Business “Claire Weber added that the show does start at 10 AM and other craft shows start closer to 11 AM. Some members work two jobs or attend church so they would not be able to arrive before 10 AM” be revised to “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.”

Tim Cardy requested that his statement in item 4 of New Business “Tim Cardy believes the best integrated shows are juried shows. This is not a juried show so integration might have a negative impact” be revised and that the second sentence be stricken.

Lyz Rothman requested that because she was not in attendance last month the statements summarizing her comments should be removed from Item 6 of Old Business.

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

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

Jason Bryan reported that the current membership total is 156 and average weekly attendance in the month of March was 67%.

Lyz Rothman requested a call for new members be reposted on Craig's List in the Gigs section.

## **OLD BUSINESS**

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

Jason Bryan reported no new complaints have been received. There were some incidents at the last show regarding members parking illegally at the entrance to the Chase Palm Park parking lot and around the dolphin fountain. If citations are issued, Mr. Bryan wants to remind members that the Parks and Recreation Department has no authority to waive penalties.

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

Jason Bryan reported there has been a minor administrative change and the \$20 annual advertising fee will now be paid in full upon renewal. This may slightly increase the advertising fund because members dropping from the show mid-cycle did not pay the full amount in the past.

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

Lisa Brown reported that sandwich board signs could be used as a notification of the show and to direct pedestrians to move along the show line. Images of art have been requested from members and are being organized by staff. Selected images will be used by the committee to design more postcards to promote the show.

Jason Bryan reported that the magazine "Latitude 35," a free publication available at most hotels, requested images of the show to feature in a future issue. Mr. Bryan has provided high resolution images.

Marilyn Loperfido reported that VisitSB will be posting images of the show on their Instagram site. Ms. Loperfido has been working to coordinate the show's sponsorship of a square at iMadonnari. She also recognized that Jeff Kennedy had started the important conversation about visitors not realizing the show line continues down Cabrillo Blvd and the need for signs.

Lyz Rothman is concerned about timing and finding a member who will be interested and willing to create the chalk painting at iMadonnari.

Ms. Loperfido believes sponsoring a square connects the show and the mentorship program. A custom piece would have to be provided by the show members.

Ms. Rothman believes it may be too late to find an artist from among the show membership.

Nichole Horstin asked about the possibility of a smaller square if a show member is does not make the painting.

Peggy Buchanan asked if part of the reason for being at iMadonnari is to bring visitors to the beach show.

Lisa Brown believes participation in iMadonnari is a contribution to the community.

Ms. Loperfido heard from 3 or 4 customers last year that they came to the beach show because they saw the square sponsored by the show at iMadonnari.

Ms. Brown stated that under the current circumstances, focusing on the directional signs might be more important.

Ms. Loperfido asked if a letter to members about next year's iMadonnari could be sent now.

Moved, seconded and carried unanimously to pull from iMadonnari this year and begin earlier next year to organize, and to send a call to artists about next year.

Ms. Buchanan suggested it could be a contest with the prize to create the chalk painting.

#### **4. Discuss procedures for Saturday make-up show for "Rain Out Days" – For Discussion**

##### Current

H.4 PROCEDURE IN THE EVENT OF BAD WEATHER ON A SUNDAY SHOW When not readily apparent, an "unreasonable weather day" will be determined by a majority vote of all permit holders present at Chase Palm Center at 9:30 a.m. All permit holders receive attendance credit on unreasonable weather days. Any permit holder may still show. All show rules apply even though the Monitors will not be present after 11 a.m. on unreasonable weather days. When an unreasonable weather day is declared, Crafts Section permit holders will be allowed to move into the Arts Section at 10:15 a.m. as if it were a Holiday Show. 6/2009, 9/2010

##### Proposed

H.4 PROCEDURE IN THE EVENT OF BAD WEATHER ON A SUNDAY  
**"Unreasonable Weather Day"**

An "Unreasonable Weather Day" will be determined by a majority vote of all permit holders present at the Chase Palm Park Center at 9:30 a.m. Generally, an unreasonable weather day will be declared when strong winds, light rain and/or any other weather condition prevents a large number of permit holders from exhibiting.

**"Rain Out Day"**

A "Rain Out Day" will be determined by staff and announced at the Chase Palm Recreation Center at 9:30 a.m. if any show members are present. Generally, a rain out day will be declared when a hard driving rain prevents all permit holders from setting up and exhibiting.

**Unreasonable Weather Day Procedures:**

If a Sunday show is declared an unreasonable weather day, all permit holders (whether in attendance or not) will receive attendance credit. Even if an unreasonable weather day is declared, permit holders may still show that day. If an unreasonable weather day is declared, Crafts Section permit holders will be allowed to move into the Arts Section at 10:15 a.m.

If an unreasonable weather day is declared, show monitors will not be present after 11:00 a.m. but all Show rules shall remain in full force and effect.

**Rain Out Day Procedures:**

If a Sunday show is rained out, all permit holders will receive attendance credit. Once a rain out day is declared, no permit holder may exhibit his or her work on that day. If a rain out day is declared, Show Monitors will walk the show line and advise any permit holders who may be there that the show has been cancelled.

**Make Up Saturday**

If a Sunday show is declared a "Rain Out Day", a make-up day shall be scheduled for the Saturday immediately following the cancelled show unless a permitted event that impacts the Art Section and surrounding area is already scheduled for the following Saturday. The Recreation Supervisor will decide whether a conflict exists. Show members can call the number listed on the cover page of these Procedures and Regulations after 5pm on the Monday following the cancelled show to find out if a make-up Saturday has been scheduled for the Saturday immediately following the cancelled Sunday show. If a makeup Saturday is rained out, no additional make up day will be scheduled. Make-up Saturdays are only available for Sunday shows cancelled from November through March, inclusive. No more than five (5) make-up Saturdays shall be held in any one fiscal year.

Setup and space reservation on make-up Saturdays will be the same as holiday shows (See H.3), and no attendance will be taken on make-up Saturdays.

Jason Bryan reviewed this would be a permanent rule change that would not require changes to the municipal code based on the limits in the proposed language. The total number of make-up Saturdays will be limited to 5, and the rule will only apply from November to March. If extraordinary circumstance arise, there could be additional make-up Saturdays considered by the department.

Tim Cardy finds the definitions in the rule to be very clear.

Lyz Rothman asked if 5 make-up Saturdays is the average in a year. Mr. Bryan would consider more than 5 to be unusual; however, during one year, there were 13 missed Sundays.

Margaret Landreau would like to have the text revised regarding “may not exhibit” and to remove the limit of November to May.

Marilyn Loperfido asked why members would be prevented from selling. Mr. Bryan reviewed that there would be no monitor and having only a few members showing would not represent the show.

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

Lyz Rothman feels the rules for the art section are limiting her ability to be profitable and would like to offer face painting and henna application to attract interest and to bring more customers. Henna is a 5,000 year old art form. Ms. Rothman only uses safe and non-toxic paints that are very gentle. She feels members are limited in how they can make a living, and need more ways to bring in sales. She would support limiting the number of face painters and require that all designs be original. Ms. Rothman would maintain her own liability insurance.

Lisa Brown understands there is some concern because these are unsafe henna dyes.

Ms. Rothman stated that black henna is dangerous and should be kept out of the show. In addition, a list of approved pre-purchased henna cones should be made. If a member requests to use a non-approved cone or dye, it should require approval from the committee.

Ms. Brown would like to better understand how the city will manage henna.

Ms. Rothman stated she is willing to make her own henna paste.

Jason Bryan reviewed the current rule B.21 that prohibits body art. The potential for scaring from synthetic dyes was one concern with the Advisory Committee when establishing this rule.

Nichole Horstin believes having face painting or henna application would attract kids and adults.

Peggy Buchanan asked about the city’s involvement with Summer Solstice because there are face painters involved. Mr. Bryan responded that Summer Solstice is sponsored by a non-profit and not a city-run event.

Margaret Landreau was a vendor at the Avocado Festival where she observed a henna artist who was busy all day. She thinks this is an art form and would be a means to promote the show.

Pamela Newman asked if a customer receiving the henna application would fill out a release form. She would like to see this added to the show, especially if members are making their own henna.

Ms. Rothman has used a sign-up sheet as a consent form.

Claire Weber expressed concern regarding henna. She requests more information. She fears a child might be burned, and it would be bad for the show. She asked how other shows and festivals handle the potential hazards.

Ms. Rothman stated she has never seen a bad skin reaction.

Eric Whitney is concerned and wants to make sure it is handled properly. The potential impacts, like a crowd gathering that could damage another member's booth, need to be explored.

Ms. Horstin would like to see this continued to next month with more information presented.

Tim Cardy asked for a response from staff. Mr. Bryan responded that rules could be developed and there are existing rules, such as I.12, which prevent a demonstration from interfering with other members. To watch the creation of an art piece is a part of the experience of the show.

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

Lyz Rothman reminded that this is a family show so offensive language is potentially unacceptable. She believes the rules are unclear and unfair in regards to words in art. Words are an expressive part of art and Ms. Rothman would like to remove this rule.

Jason Bryan responded that this change would allow authors to sell books, which have not been allowed.

Ms. Rothman finds the rules to be restrictive. She believes new members are not joining the show because there is a negative impression that one cannot make a living.

Claire Weber recalled that limiting words had something to do with statements of a political or religious nature. There are members in the craft section who use words so Ms. Webber feels the current rule is not being enforced.

Peggy Buchanan shared that she does use words in her art, and was approved because the determination was made that her paintings would sell without the words. She would recuse herself from a vote because her art does have words.

Mr. Bryan commented that the use of words in Ms. Buchanan's art is a good example of how words can contribute without being a dominate element.

Eric Whitney would support eliminating the restriction on words because it is difficult to consistently apply the current rule. There should be protections against vulgarity.

Thomas Maupin expressed that he was told he could not monogram his craft items.

Marilyn Loperfido stated that personalization of work exists in the show.

Mr. Bryan clarified that customizations are generally acceptable and many items are sold as commissioned pieces.

Ms. Buchanan would like to see this item continued to next month's meeting.

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

Jason Bryan reviewed that the subject of integrating the sections has been discussed many times over the years. The most recent discussion occurred prior to the bridge construction project. A potential method of integration is through natural attrition where spaces could be opened with no section designation.

Peggy Buchanan has inquired with art section members and suggests following the Gap Day rule until the art section fills again.

Mr. Bryan reviewed that the Gap Day rule only allows craft section member to fill in up to Anacapa Street.

Nicole Horstin would support giving equal access to all members when a space opens in the art section because she feels everyone would benefit.

Lyz Rothman spoke with members of the art section who expressed they would quit the show if it was integrated and she is concerned that losing more members at this time will further reduce already historically low attendance. Ms. Rothman personally would like to add functional items.

Tim Cardy believes the show is experienced as two separate shows.

Ms. Horstin stated that craft section members feel like second class citizens and integrating the section may create a more even playing field.

Ms. Buchanan does not believe art section members will leave the show if they are making money. On Gap Days, she has found having a jewelry maker nearby has brought customers. Everyone can help each other.

Pamela Newman asked why art section members would quit. Ms. Rothman responded that members with expensive art are concerned about setting up next to a craft member with a lower price point and art section members are afraid of more fighting over spaces, which sets a poor tone for the opening of the show.

Houshang Khazeny would like there to be a vote.

Eric Whitney stated there are many artists who want a craft section member to fill in the front area. He would advance integration.

Lisa Brown supports integration not segregation.

Thomas Maupin supports integration because it will encourage customers to walk the entire show line looking for a craft or an art. Ms. Rothman asked what the impetus to walk the whole show would be if a customer has already seen a variety of items in the first block of vendors.

Ms. Loperfido is concerned that adding functional items to the art section could shorten the entire show line. A twenty-five foot space in the art section is too large for most craft section members.

Ms. Newman asked if a member could pay per foot for a space.

The item is continued to the next meeting.

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

Lyz Rothman stated that customers leave the show because there is no food available. Jason Bryan explained that no business can be conducted in the waterfront parking lot areas. The truck would have to be parked on-street, licensed through county health department and in compliance with the City's oversized vehicle ordinance. A non-handicap parking spot by Casa Las Palmas would be another potential spot for parking a food truck.

Thomas Maupin suggested that the food trucks would need to be spaced along the show.

The item is continued to the next meeting.

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

Lyz Rothman would like to bring musicians to make the show more festive and to attract visitors.

Peggy Buchanan stated there could be an issue with amplification. She would like to have music at the show. There is, however, the possibility visitors will sit down and not be shopping.

Tim Cardy would appreciate more entertainment and new guidelines would be required.

Jason Bryan added bands would not be allowed as show members because a partnership is prohibited by show rules. The amplified sound could interfere with neighbors.

Claire Weber has played music softly a few times at her booth and received complaints because people have different musical taste.

Margaret Landreau would oppose allowing music because it interrupts sales when you can't hear your customer.

Eric Whitney believes it could negatively impact neighboring show members.

Houshang Khazeny stated musicians should play on the other side of the dolphin fountain.

Peggy Buchanan stated a musical category is not a visual art.



Moved, seconded and carried with Lisa Brown dissenting to table this item.

Moved, seconded and carried unanimously to extend the meeting by one minute.

### **NEW BUSINESS**

#### **1. Receive an update regarding Show fees – For Action**

Jason Bryan reported that with the current low membership, no fee increase is recommended.

#### **2. Discuss concerns from members with spaces at front of Art section – For Discussion**

The item is continued to the next meeting.

### **STAFF REPORTS**

#### **1. General Correspondence – For Discussion**

- a. Email from Claire Weber regarding soccer game.
- b. Email from Deborah Healy regarding soccer game.
- c. Email from Jeff Kennedy regarding food trucks.
- d. Email from Jeff Kennedy regarding integrating sections.
- e. Email from Jeff Kennedy regarding Rule B.11.
- f. Email from Jeff Kennedy regarding Rule H.5.
- g. Email from Jeff Kennedy regarding State Street widening.
- h. Email from Jeff Kennedy regarding youth members.
- i. Email from Ute Wilson regarding show start time.

### **ITEMS FOR May 8, 2018 MEETING**

### **ADJOURNMENT**

9:03 PM

**Next Regular Meeting: Louise Lowry Davis Center  
Tuesday, May 8, 2018**

