



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

Tuesday, May 8, 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

6:34 pm

ROLL CALL

Committee

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

1st Alternate Member, Crafts

Margaret Landreau – Present

SCREEN NEW MEMBERS

CHANGES TO AGENDA

None.

At the request of the Chair, public comment will be reduced to 90 seconds per speaker.

PUBLIC COMMENT

Jeff Kennedy shared that two issues needing attention are lack of sales and customers. Mr. Kennedy stated the main problems are parking and fees. Membership retention is low because of the fees. The show is in the same boat as retailers who report lower rents on State Street. The extensive red curbing on Cabrillo Boulevard has already affected the craft section and the recent removal of the “no overnight parking” signs are impacting parking along the art section.

Tanda Jacobs requested that it be noted that Christmas ornaments she painted with her original paintings were unable to be approved because she does not make the ornament. She requests that this restriction be reviewed.

Tony Longo spoke about reducing membership fees to the price it was 20 years ago to reactivate the show.

CONSENT CALENDAR

1. Approval of Minutes of the April 10, 2018 – For Action (attachment)

Lisa Brown corrected Jason Bryan's comment under Old Business, Item 7, from "Garden Street" to "Anacapa Street."

Motioned, seconded and carried unanimously to approve the minutes with this change.

OLD BUSINESS

1. Citations, Complaints and Incidents – For Discussion

Jason Bryan reported that one complaint was received and staff is conducting the preliminary investigation.

2. Advertising Report – For Discussion

Jason Bryan explained an Advertising Report will be produced by the June meeting.

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

Marilyn Dannehower shared that four new postcards are being created and distributed. One committee member will speak to a manager at every beachfront hotel in order to further promote the show. The committee is also requesting that the show be mentioned on the hotel's website as a local attraction. Ms. Dannehower would like to know if there would be an opportunity to distribute postcards or other information about the show during the summer "Concerts in the Park" series.

4. Discuss procedures for Saturday makeup show for "Rain Out Days" – For Action

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.

Makeup Saturday

If a Sunday show is declared a "Rain Out Day", a makeup day shall be scheduled for the Saturday immediately following the canceled 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 canceled show to find out if a makeup Saturday has been scheduled for the Saturday immediately following the canceled Sunday show. If a makeup Saturday is rained out, no additional make up day will be scheduled. Makeup Saturdays are only available for Sunday shows canceled from November through March, inclusive. No more than five (5) makeup Saturdays shall be held in any one fiscal year.

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

Jason Bryan reviewed that the language being shared tonight and at the last meeting has been reviewed and approved by staff. This is a rule change so the committee will need to take a final vote.

Tony Longo asked about the limitations and felt only 5 makeup Saturdays was too few. He asked for it to be restated that if 5 makeups had been met and another rain out day occurs, there will be more makeups.

Mr. Bryan reminded this is language from management and circumstances will be reviewed. If there are no limits, it would effectively be a change to the municipal code and would require the 2/3rd majority vote. Mr. Bryan acknowledged that during extraordinary weather events adding an additional show(s) will be considered.

Motioned, seconded and carried unanimously to approve.

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

Lyz Rothman requested that the item be continued because she was not fully prepared to address the questions raised at the last meeting.

John Rindlaub reminded that face painting has been discussed in the past.

Tony Longo would see this as a major change to the show because it is a service.

6. Discuss steps needed to add food trucks – For Discussion

Lyz Rothman is concerned about keeping customers at the show. She remembers it being a festive experience and customers would stay all day. She understands the concern about lines blocking booths.

Nicole Horstin spoke about the Visitor's Center being a long walk for many members and customers to get a refreshment. Food trucks in the Casa Las Palmas parking lot would be a nice addition.

Lisa Brown is concerned if food trucks don't make money, they won't come on a regular basis.

Tim Cardy supports food trucks if it is seen as an improvement that will bring more sales and will benefit the show.

Ms. Rothman would ask if the food concessions and prepackaged items once available at the Carousel Pavilion could be brought to the show.

Tony Longo asked if it was the show's business to have food trucks. Vendors can set up in other areas. There was a food stand that closed because the city charged too much.

Claire Weber asked about bringing a small food cart and having it on the lawn.

Jason Bryan commented that food trucks have been prohibited in the city if they exceed the oversized vehicle ordinance.

Ms. Rothman asked about a concessions booth near the Chase Palm Park Center.

Kathy Corcoran remarked that a food truck is also a nice alternative for show members who may want food or drink.

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

7. Develop changes to rule that prohibits the use of words in art – For Discussion

Lyz Rothman expressed there is confusion about this rule and it is hard to interpret. She believes freedom of speech should be allowed.

Tim Cardy asked about books being allowed, if words are allowed. Jason Bryan responded that the current rule does prohibit words as the dominant feature.

Marilyn Dannehower reminded there had been concerns in the past with words because of religion, obscenity, and the dominant use of "Santa Barbara" on items.

Tony Longo reminded that "Santa Barbara" was being added to paintings so it was selling the work. The spirit of the rule was not just about selling a piece of art with the word "Love." This change might require a 2/3rd majority vote.

James Hockin understood that the city did not want to be in the position of making the decision of what words would be allowed, which is why the rule states "no words."

Mr. Bryan added that it has been a long time since this rule was passed. He could present the item to staff.

Mr. Cardy does not believe the committee should be censoring or deciding what is appropriate. He would recommend defining "incidental" a bit more clearly.

Motioned, seconded and carried unanimously to continue and to request that staff receive input from management on allowing words in art.

8. Discuss integrating arts and crafts sections and develop a timeline for a ballot – For Discussion

Phil Gerlach (art) would like to maintain the continuity of the show. There are too many conflicts with integration. It works as it is.

Marilyn Dannehower (craft) shared that she reviewed the entire municipal code and only found one reference to "sections." There is no designation that it is a split show, so this change may not require changing the municipal code.

John Rindlaub (art) stated that positive results are only a possibility. It would cause too much trouble when the positive difference is unknown.

Jeff Kennedy (art) sees this as destroying the art section. It could cut the show in half. The art section is adamantly against it. He proposes a motion to remove it from the agenda. He has spoken with craft section members who don't like it. The show has worked for 50 years, and there are many reasons why art and craft are sold by themselves. Mixing is destructive and not constructive for the show.

John Grandfield (art) can see potential friction. The younger and emerging artists will be shuffled to the back. It will lessen the art section over time and it will result in a lesser art show.

Leigh Sparks (art) was a craft member for 10 years and is now in the art section. The last three years have been devastating. The idea of integrating the sections should be shelved for at least three years to make up for the losses.

Mike Champe (art) sees this as being a unique show with the separation. Everyone is still recovering from the impact of the bridge construction project. With the change, filling in through the gap day procedure will happen every Sunday and this is already a problem. Those members trying to fill in will take parking spaces. Mr. Champe does not think sales will increase. He would vote against it.

Kathy Corcoran (art) was in the craft section for 17 years and is now in the art section. There is animosity between the artists because it is hard enough to sell fine art which is more expensive. Art section members will resign if this rule change is approved. Having a craft member selling right next to a fine artist will cause competition. The craft section members knew the rules before joining, and they are not being segregated.

Claire Weber (craft) has only been in the art section on Saturdays. The art members like it when the craft members fill in the gaps. The art section has prime real estate at the front and many customers don't know where the craft section begins. The craft section also offers expensive pieces that are fine art crafts. Ms. Weber would propose flipping the sections.

Tanda Jacobs (art) explained she is still without a permanent space. If crafters came in with more seniority, she would be bumped and unable to get a permanent space. She does not agree there are empty spaces. Ms. Jacobs added that when she shops in a department store there are sections and merchandise is separated. The show is similar and also has separate sections.

Margaret Landreau (craft) acknowledged that the only problem she has heard is about filling in. Jim Koorey's solution, which was submitted to the committee in a letter in March, was to remove the word "sections". This seems like a simple way to integrate the show. It did start as a fine art show, but fine art has been the minority for a long time. Ms. Landreau has attended many craft shows and 90% are integrated.

Cris Hamilton (art) finds she is often educating visitors about what art is. In the art section, Ms. Hamilton feels members are ambassadors for the entire show. Customers are unfamiliar with the experience and the art section members take this job to be the spokesmen on behalf of the entire show.

Laurie Gow (craft) described that as a new member she has observed customers who are confused. Visitors don't understand that members make their own items. Visitors don't understand the show. Ms. Gow believes integration might make it clearer.

Tony Longo (art) spoke to the number of artists in attendance tonight. Members are not in support of integration for several reasons. One reason is that crafters have come on Saturdays and fights have broken out; this unfriendliness has tainted the show. There is a certain amount of not getting along. The city is not giving citations when crafters do things wrong or set up early.

Tim Cardy spoke to how few art members usually attend the meetings. He agreed with many of the comments. It is a valid point that many customers do not realize everyone makes their own work. He asked how the show could be made to feel more

unified. Mr. Cardy does not believe the show needs to be integrated, but everyone needs to work together to make it a bigger and better show.

Lyz Rothman agreed that unification is really important stating “we are all going to sink or swim together.” She walked the show and did a tally, and it was very clear that art members in attendance did not support integration. There are a lot of valid points and complications. She wants this to be one show and hopes to find ways to unite the show.

Ms. Rothman asked about the unbalance in total membership caps between the two sections. Jason Bryan explained that the cap in each section was created due to the physical limits of the section.

Nicole Horstin added that art can be shown in the craft section and in that respect members are not treated equally. The show is dying. We could try it for 6 months.

Lisa Brown does not agree that craft members are the issue on days when the gap rule is enforced. She would like to see greater unification. The show is struggling numerically so what can be done to make a difference. It may be worth entertaining the idea.

Mr. Champe asked how a craft person could move into the art section, if the show was integrated. He wondered if it would be based on seniority or attendance. Mr. Bryan reviewed that integration was discussed before the bridge project. The only conceivable way he believes this change would be supported would be through a natural attrition process and after examining and amending applicable rules.

Ms. Rothman wants to understand all the rules that would be impacted. Before this issue it taken to a vote, she wants this information provided.

Mr. Kennedy asked how the city might respond to the change. Mr. Bryan believes the city would consider the change, only after all the potential impacts are vetted.

Ms. Jacobs asked about voting and the higher number of craft section members. She is concerned about how it is equitable.

Mr. Bryan responded that this is a big issue and would require a review of the municipal code and could trigger the requirement of a minimum 2/3rd majority vote to approve.

Mr. Longo agreed the show is dying. The show has fine art, fine craft, and traditional craft. It is all mixed with the exception of the designated fine art section.

Mr. Cardy asked when the different sections were designated.

Ms. Corcoran sees shows across the country that are separated. She worries new members will not want to join the show, if their spot would be at the end of the show.

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

9. Discuss concerns from members with spaces at front of Art section – For Discussion

Jason Bryan reminded that the front of the show is not being utilized. He has heard from members that it is difficult to park and to load/unload because items must be left unattended.

Lyz Rothman spoke about drug deals occurring at her spot early in the morning and also huge gopher holes. She would like to show in her spot in the front. Ms. Rothman requests that a monitor be available in this section until 9:45 AM or until the first member sets up. There are 5 assigned spaces in this area. Maybe there needs to be a policy to open this area for dual memberships.

Jeff Kennedy suggested that a monitor or Park Ranger be in that area in the early morning to monitor the activities or to watch while members are setting up to ensure everyone's safety.

Tony Longo asked if this issue was present before the construction and why it is happening now. It is a very important connection that brings people from the pier to the show. Customers need to see the artists here so they continue down the show.

Ms. Rothman reminded that for a month or so more members have been setting up at the front, which is so important for the show.

Mr. Bryan added that there are 10 dual permits in each section. Dual permits do require a member to show a minimum of 6 times per membership year in each section. This rule has not been enforced since the bridge project began and staff will begin to log attendance by section for dual members.

Lisa Brown asked about the purpose of second row spaces in the art section when the show is a linear experience. Mr. Bryan responded that when the show was at full capacity the second row was utilized.

Ms. Rothman asked about utilizing the new spaces that were created after the bridge construction.

Motioned, seconded and carried unanimously to continue with staff requested to look into how monitoring could be provided in the front section and on assigning additional spaces.

NEW BUSINESS

1. Review Requests for Accommodation – For Action

- a. Review Ken Beddingfield space sharing with Linda Fox.
- b. Review Leah Homem space sharing with Margaret Landreau.
- c. Review Margaret Landreau space sharing with Leah Homem.
- d. Review Mette Julian space sharing with Charlotte Barnard or Christopher Bojorquez.
- e. Review Richard Paluch space sharing with Charlotte Barnard or Christopher Bojorquez.

Motioned, seconded and carried unanimously to approve these requests.

ITEMS FOR June 12, 2018 MEETING

ADJOURNMENT

8:49 PM

**Next Regular Meeting: Louise Lowry Davis Center
Tuesday, June 12, 2018**

