



**CITY OF SANTA BARBARA**

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

**Tuesday, January 8, 2019**

**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**

7:50 PM

**ROLL CALL**

**Committee**

Peggy Buchanan, Arts – Excused Absence  
Nicole Horstin, Crafts – Present  
Brad Kazmerzak, Arts – Present  
Marilyn Loperfido, Crafts – Present

**Member At Large**  
(vacant)

**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 – Not Present

**SCREEN NEW MEMBERS**

**CHANGES TO AGENDA**

Jason Bryan reported that New Business Item 1 needed to be moved to the first agenda item.

**PUBLIC COMMENT**

Aundrea Tavakkoly asked if Rule H.5 (Gap Rule) could be modified to allow members from the Craft section to move to the Art section specifically at 10:15 AM, and for further clarification of the rule.

**CONSENT CALENDAR**

**1. Approval of Minutes of the November 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 the current membership total is 148 members and average attendance in the month of December was 65%.

**OLD BUSINESS**

**1. Advertising Report – For Discussion**

Jason Bryan received a previously approved invoice from the Chamber of Commerce for the 2018 Visitor Center Flat Map. The 2019 map will be charged at a discounted rate of \$500. The map is distributed at the cruise ship welcoming station

and Visitor's Center. Mr. Bryan reported he received two resignations (Lisa Brown and Marilyn Dannehower) from the Ad-Hoc Advertising Committee. Marilyn Loperfido is the only member remaining on the committee.

The member recruitment video has been on the City's website for several weeks, and has been viewed 20,000 times and generated 670 clicks to the Show's landing page.

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

- a. Brad Kazmerzak believes the Visitor Center Flat Map is outdated and expensive. He would like to know the return on this advertising expense.

Marilyn Loperfido asked if the logo used on the map could be changed. She believes the map does get circulated and has seen customers holding it.

Ms. Loperfido requested that Lisa Brown return all advertising files.

Motioned, seconded and carried to approve the \$500 expense with Brad Kazmerzak dissenting.

## **3. Develop changes to rule B.11 that prohibits the use of words in art – For Discussion**

Jim Hockin believes "incidental" is a helpful description in the rule. In the past, words considered incidental were street or store signs.

Aundrea Tavakkoly suggested researching the original intent of the rule, which she believes may have had something to do with the dominant use of words.

Marilyn Loperfido would not want to get into specific proportions and would not want to censure what artists do.

Motioned, seconded and carried unanimously to table the discussion of "incidental."

## **4. Discuss options to allow food or beverage items for sale – For Discussion**

Jason Bryan reviewed that there have been requests to bring food and beverage items into the Show and especially the Craft section. Cottage foods might be allowed in the Show as a new membership category. Mr. Bryan has received suggestions for having a cart vendor present at the Show, but City administration has not supported the idea.

Nicole Horstin has noticed that visitors in the Craft section will turn around when food and beverage items are not available.

Brad Kazmerzak acknowledged that if there was a designated food court, he would be supportive. He is concerned about the impact on a member of having a vendor next to them selling food items.

Marilyn Loperfido identified that it would require a rule change to bring in food vendors and the designation of a different section with a different membership. She would

support having food for sale and would like to review the Show map to see what area would be beneficial.

Aundrea Tavakkoly asked about the parking lot at Casa Las Palmas as a potential location. She would support artisanal food vendors and would limit the total number of permits.

Roger Perry asked about the overall presence of food trucks in Santa Barbara. Mr. Bryan responded that in the past it was difficult to find a vendor who was willing to commit to being at the Show. Mr. Perry suggested two food trucks would be needed to adequately support the Show.

Ms. Loperfido understands that customers need food and water to continue down the Show line. In the past, Mary's Food Truck did very well at the Show. When there are special events in the park building, it can be more complicated. Due to the limited street parking along the Craft section, loading and unloading is difficult.

Motioned, seconded and carried unanimously to continue the item to the next meeting and to review layout of the Show for potential locations.

**5. Clarify Rule H.1 and whether a member may reserve a space while also resolving a space claim with another member with a coin flip – For Discussion**

Jason Bryan reviewed that the question before the Committee is at what point does a member with an assigned space relinquish their space in the coin flip process. There is not a shared understanding as to whether or not it occurs when one's placard is placed down before the coin flip or after a coin flip has been completed. Staff requests clarification.

Brad Kazmerzak stated that his understanding is if a member has an assigned space and attempts to claim another space, the member has given up his space. By placing one's placard down, the member forfeits his space even before the coin flip.

Marilyn Loperfido does not believe one's space is forfeited at the time of a coin flip. The purpose of a coin flip is to resolve a tie.

Aundrea Tavakkoly stated that if two members arrive at the same time, neither member loses their space until the coin flip is done. She would ask when a member flips for a space have they reserved or claimed it. If intending to claim a space results in losing one's assigned space, then what would happen on Gap Days.

Jim Hockin believes the members who have assigned spaces have more power and this is an imbalance.

Motioned, seconded and carried unanimously to continue the item to the next meeting and to wordsmith Rule H.1.

**6. Discuss amending rule H.1 to allow spilling to occur at 10:00 a.m. and not 11:00 a.m. – For Discussion**

Brad Kazmerzak would like to propose amending the time that spilling can occur to 10:15 a.m.

Marilyn Loperfido stated the rule was written this way to accommodate members without space assignments. She would not be in favor of the time change because there is so much moving around between 10:00 and 11:00 a.m.

Mr. Kazmerzak believes an entire hour is ludicrous. There is only a 5-minute window needed to claim the unreserved space and 15 minutes will give more than enough time.

Jim Hockin asked about 10:30 a.m.

Aundrea Tavakkoly commented that large open spaces in the Art section make customers turn around so spilling will help draw customers down to the Craft section.

Ms. Loperfido responded that the situation is different in the Craft section because members drive along Cabrillo Boulevard looking for open spaces.

Motioned, seconded and carried to change the time to 10:30 a.m with Marilyn Loperfido abstaining. This rule change will be placed on the next agenda.

## **7. Update on planning for the 54<sup>th</sup> Anniversary event – For Discussion**

Nicole Horstin asked if there could be a boost in advertising for the Anniversary Show.

Marilyn Loperfido reviewed that the Mark Hilley Scholarship Fund and mentorship program were to be seeded from fundraising at the Anniversary event. This would be a new way to promote the Show to the community. She assisted with the 33<sup>rd</sup> Anniversary event when they organized a gallery show and Art From Scrap hosted an activity for youth at the Show. These might be better ideas for the 55<sup>th</sup> Anniversary event.

Brad Kazmerzak would like to see something special on site at the Show, which might be live music or food vendors. An evening reception seems like a lot of additional work. He would suggest extra signs and promotion on Sunday at the Show.

## **NEW BUSINESS**

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

Motioned, seconded and carried unanimously to approve Nicole Horstin as Chair until July of 2019.

### **2. Request to form an Ad-Hoc Jewelry Committee to review and update jewelry guidelines – For Action**

Marilyn Loperfido has spoken with several jewelers about such items as die cuts and punches, which some members feel need to be reviewed, and would like to continue this discussion. Jason Bryan would propose looking at individual rules and not all the guidelines.

Brad Kazmerzak wants to make sure the rules are clear to every member and would also suggest reviewing only individual rules.

### **3. Review Dual Membership Rules and Procedures – For Discussion**

Jason Bryan would like to review this rule. He stated that Dual members have to attend 6 times in each section during their permit year. This rule was eased during the bridge construction project. In the past year, attendance has been tracked and dual members are not showing in both sections. He shared that there are several Art section members who were recently approved to sell craft items only at holiday shows and thus were assigned a Dual permit.

Brad Kazmerzak, as an Art section member, supports allowing Art section members to sell functional items at holiday shows.

Nicole Horstin believes this change would only benefit Art section members.

This item will be continued to the next meeting.

## **STAFF REPORTS**

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

- a. Email from Jeff Kennedy regarding dual permit requirements.
- b. Email from Jeff Kennedy regarding dual permits and artists selling crafts.
- c. Email from Ute Wilson regarding dual permits.
- d. Email from Jeff Kennedy regarding makeup Saturday show.
- e. Resignation letter from Marilyn Dannehower regarding the Ad-Hoc Advertising Committee.

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

The three complaints involving Eric Whitney discussed at the November meeting will be reviewed at a special meeting to be scheduled in January.

The Committee members indicated they are available after the 16<sup>th</sup> of January.

## **ITEMS FOR February 12, 2019 MEETING**

Clarification of Gap Day rule.

Jason Bryan reported that budgets are being developed and this would be the time to consider raising the Advertising Fee, which is set by the members. The Committee might consider an increase to this fee.

## **ADJOURNMENT**

9:07 PM

**Next Regular Meeting:        Louise Lowry Davis Center  
   Tuesday, February 12, 2019**