



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

Tuesday, March 12, 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.

DRAFT Minutes

CALL TO ORDER
6:45 PM

ROLL CALL

Committee

Peggy Buchanan, Arts – Present
Nicole Horstin, Crafts/Chair – Present
Brad Kazmerzak, Arts – Present
Marilyn Loperfido, Crafts Present
Member At Large
(vacant)

Staff

Jason Bryan, Senior Recreation Supervisor - present

Parks & Recreation Commission Liaison

Roger Perry – not present
Alternate Member, Crafts (vacant)
Alternate Member, Arts (vacant)

SCREEN NEW MEMBERS

CHANGES TO AGENDA
None

PUBLIC COMMENT

Marilyn Loperfido requested that a link to the draft minutes be included with future emails sending agendas to Show members.

CONSENT CALENDAR

1. Approval of Minutes of the February 12, 2019

M/S/C to approve the minutes of the February 12th, 2019 meeting minutes with the following change:

Public Comment: Marilyn Loperfido noted that the Gap Day clarification discussed at the January 8th meeting was not on tonight's agenda by mistake. ("by mistake" was not in the draft minutes)

2. Statistics Report

Jason Bryan presented the monthly statistics report showing 143 members as of March 4. Mr. Bryan also included historical membership data in the report indicating the decline in membership since July 2015 is almost entirely from the Crafts section.

OLD BUSINESS

1. Advertising Report

Jason Bryan reported on the Department's campaign to recruit new members. The Welborn Media member recruitment video reached 18,203 people 70,323 times within a 25 mile radius of Santa Barbara.

Brad Kazmerzak suggested reaching out to the adult education programs to recruit new members. Marilyn Loperfido asked if the member recruitment video can be posted to the landing page of the website. M/S/C to request the new member be added to the Show's landing page. Mr. Bryan announced that the show now has its own Instagram page. M/S/C to include all 3 Instagram links on the member resources page.

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

Marilyn Loperfido reported that she is creating a tutorial on contributing photos to the Show's Google Maps site.

3. Clarification of Gap Day Rule – For Discussion.

Jason Bryan read rule H.5, known as the "Gap Day Rule". Marilyn Loperfido stated that gap days usually occur when weather is poor and suggested that the 2-hour minimum to receive attendance credit rule not apply or that all show members receive attendance credit similar to unreasonable weather days. Brad Kazmerzak and Peggy Buchanan suggested allowing Crafts members into the Arts section at 10:00 sharp on gap days and that the vote take place at 9:30am, the same time as the weather day. Mr. Bryan expressed concern about logistics of two separate votes taking place at the same time. The Committee explored combining both the gap day and unreasonable weather day procedures.

M/S/C to explore combining the gap and unreasonable weather day procedures into a single vote taking place at 9:30am and allow Crafts section members into the Arts section at 10:01am.

Mr. Bryan will draft language based on the Committee's direction to present a discussion item for the April meeting including language stating that crafts member cannot start moving displays onto the Arts section sidewalk or display their permit until 10:01.

4. Establish a "Food Court" in the Show

This item will be continued to next month.

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

Existing:

Assigned spaces are valid until 10:00 a.m. Permit holders may not set up or reserve a space prior to 6:00 a.m. For any available space after 6:00 a.m., the first permit holder who arrives with his or her permit displayed may claim that space. If two or more permit holders are present at 6:00 a.m. or arrive at that space at exactly the same time after 6:00 a.m., the space claim will respectfully be resolved with a coin flip. {the remainder of rule H.1 is unchanged}

Proposed:

Assigned spaces are valid until 10:00 a.m. Permit holders may not set up or reserve a space prior to 6:00 a.m. For any available space after 6:00 a.m., the first permit holder who arrives with his or her permit displayed may claim that space.

If two or more permit holders are present at 6:00 a.m. or arrive at that space at exactly the same time after 6:00 a.m., the space claim will respectfully be resolved with a coin flip. In the event of a coin flip, a member does not relinquish their assigned space until the coin flip determines the winner of said space. {the remainder of rule H.1 is unchanged}

M/S/C to approve this rule change

6. Update on planning for the 54th Anniversary event

The Committee recommended focusing on the 55th Anniversary with planning beginning this September. Staff was asked explore the possibility of changing the weekend of future anniversary shows to coincide with Mother's Day.

7. Review Dual Membership Rules and Procedures

Marilyn Dannehower distributed a letter regarding the Dual Membership rules. Brad Kazmerzak and Peggy Buchanan asked how allowing arts section members to show functional items on Saturday is unfair. Crafts section members suggest taking another look at fully integrating the show.

Peggy Buchanan suggested the following language for consideration:

Dual permit status requires screening approval by the advisory board. A dual permit allows a permit holder to sell in either the Arts or Crafts Section subject to availability in regular Sunday shows. On Sundays, only art may be displayed and sold in the Arts Section. All dual permit holders may show either Arts and/or Crafts in Saturday shows, Gap day Sundays or any other city sponsored public art and crafts sales events.

The remainder of the committee suggested limiting the new rule to Saturday shows only, excluding Sunday shows for unreasonable weather and gap days.

This item will be continued to next month for discussion.

NEW BUSINESS

1. Membership Fee for fiscal year 2020

Jason Bryan presented information on the Fiscal Year 2020 budget that includes a proposed 2.8% increase to the Arts and Crafts Show membership fees (from \$529 to \$544 per year) effective October 1, 2019.

2. Consider the Show's position on City policy being developed regarding sidewalk cart vendors

The Committee continued the discussion from the February meeting regarding policy the City is developing regarding regulations for sidewalk cart vendors. The Arts section representatives were opposed to allowing sidewalk cart vendors in the area, but the Crafts section representatives support cart vendors in their area because there were no opportunities for food or beverage purchase in their area.

STAFF REPORTS

1. General Correspondence

- a. Email from Jeff Kennedy regarding Cabrillo Blvd. angled parking
- b. Email from Jeff Kennedy regarding digital marketing
- c. Email from Jeff Kennedy regarding Senate Bill 946
- d. Email from Jeff Kennedy regarding sidewalk cart vendors
- e. Email from Teresa Landreau regarding 1-23-19 minutes
- f. Email from Marilyn Loperfido regarding pictures submitted to Google Maps

2. Citations, Complaints and Incidents

Jason Bryan reported on the injury incident where Neal Crosbie was hit by a skateboarder. Mr. Bryan stated that the Police Department prefers that they handle Skate Park incidents rather than Park Rangers

ITEMS FOR March 12, 2019 MEETING

1. Discuss events outside the Arts and Crafts Show including the 4th of July event
2. Brad Kazmerzak requested that more sandwich board signs be discussed

ADJOURNMENT

9:05 PM

**Next Regular Meeting: Louise Lowry Davis Center
 Tuesday, April 9, 2019**