



CITY OF SANTA BARBARA

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

Tuesday, April 9, 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

6:45pm

ROLL CALL

Committee

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

Staff

Jason Bryan, Senior Recreation Supervisor - Present

Parks & Recreation Commission Liaison

Roger Perry - Present
Alternate Member, Crafts (vacant)
Alternate Member, Arts (vacant)

SCREEN NEW MEMBERS

CHANGES TO AGENDA

None

PUBLIC COMMENT

None

CONSENT CALENDAR

- 1. Approval of Minutes of the March 12, 2019 – For Action (Attachment)**
M/S/C to approve the minutes of the March 12, 2019 meeting.
- 2. Statistics Report – For Information (Attachment)**
Jason Bryan presented the monthly statistics report.

OLD BUSINESS

- 1. Advertising Report – For Discussion**
 - a. City Social Media Policy**

Jason Bryan reported on the City's social media policy that requires a service to continually monitor and archive all City social media sites. There are several Facebook pages associated with the Parks and Recreation Department, but Instagram has been limited to the Department's general account and the recently approved Arts and Crafts Show account. In consideration of the social media policy, the Department will only list the Show's official Instagram link on the Show's website main page, but members are encouraged to create their

own websites and social media content that can be linked on the online member directory.

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

There was no Advertising Ad-Hoc report.

3. Clarification of Gap Day Rule – For Discussion

The following draft language was discussed by the Committee:

H.4 PROCEDURE IN THE EVENT OF UNREASONABLE WEATHER, SHOW GAP,
OR RAIN OUT ON A SUNDAY SHOW

When not readily apparent, an "unreasonable weather or gap 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/gap days. Any permit holder may still show. All show rules apply even though the monitors will not be present after 11:00 a.m. on unreasonable weather/gap days. When an unreasonable weather/gap day is declared, Crafts Section permit holders will be allowed to move into the Arts Section at 10:1510:01 a.m., as if it were a Holiday show. Crafts section members may not move displays into the Arts section sidewalk or display their permit until 10:01 a.m. 6/2009, 9/2010, 5/2018

“Unreasonable Weather Day”

An “Unreasonable Weather/Gap 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 or if there is a gap in the Arts Section of six or more more vacant spaces between the Garden street parking lot entrance and the East end of the Arts section. that keeps people from seeing the Crafts Section.

“Rain Out Day”

{there are no changes to this section}

Unreasonable Weather/Gap 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 10:1510:01 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:

{there are no changes to this section}

Makeup Saturday

{there are no changes to this section}

H.5

When there is a gap in the Arts Section that keeps people from seeing the Crafts Section, a vote will be taken by the artists present in the Arts Section no later than 10:30 a.m. If the majority of the artists agree, Crafts Section permit holders will be allowed to move into the Arts Section up to the Anacapa Street crosswalk. This section applies in the absence of a determination of an “unreasonable weather day.”

The Committee generally supported this rule change, but asked to modify text to include a condition of less than 50% of the spaces filled from the Garden Street parking lot entrance to the East end of the arts section defining a gap between the Arts and Crafts sections. Additionally, the Committee asked to rename the rule from “gap” to “fill-in” because the new procedure will be significantly different from the current rule.

M/S/C to place the edited text as a discussion item at the May meeting with the potential for a vote at the June meeting.

4. Establish a “Food Court” in the Show – For Discussion

The Committee discussed options on where food vendors might be located considering possible issues with smells unreasonably interfering with neighboring show members. Leah Homem shared that her experience in the Funk Zone demonstrated that food vendors doubled visitors to an area.

Jason Bryan suggested the possibility of allowing a limited number of cottage food vendors into the crafts section. Roger Perry suggested inviting food trucks and working out logistics on location with research on how they’ve worked successfully in shopping centers where they’re placed in clusters.

Jason read rule B.4, which defines eligible categories of items in the Show and how the probationary period works for new categories. The Committee discussed a potential roadmap for allowing integration of cottage foods. This item will be continued to the May meeting.

5. Review Dual Membership Rules and Procedures – For Discussion

The committee reviewed Peggy Buchanan’s suggested text from the March meeting and asked to move this to a discussion item at the May meeting to apply to any Saturday show, gap day shows or unreasonable weather day shows. This rule will be reviewed for possible integration with the potential fill-in/weather day rule. This item will be continued to the May meeting.

NEW BUSINESS

1. Review events outside the Arts and Crafts Show including the 4th of July event – For Discussion

Jason Bryan explained that the show is defined in a specific area for Sundays and designated holiday Saturdays. Mr. Bryan stated that other agencies are welcome to invite Show members and ‘borrow’ the Show rules, but those would not be considered a part of the Santa Barbara Arts and Crafts Show. Barbara Remick discussed potential plans for this year for members to participate in the 4th of July event.

2. Consider more sandwich boards to be used along the Show line

Brad Kazmerzak requested two more sandwich board signs. M/S/C to approve up to \$150 in expense for purchasing sandwich boards and printing.

Lisa Brown discussed a ‘treasure hunt’/‘passport’ incentive to bring visitors to the show. Brad Kazmerzak inquired about a postcard mailing where members

displaying a specific graphic would give a designated discount. Staff was asked to research the cost for a postcard campaign including printing and mailing.

STAFF REPORTS

1. General Correspondence – For Discussion

- a. Email from Marilyn Loperfido regarding 4th of July event
- b. Letter from Marilyn Dannehower regarding Dual members presented at the March meeting
- c. Email from Claire Weber with Jason Bryan's response regarding space claiming procedure

Jason Bryan introduced a suggestion of requiring 6 attendances in member's assigned space to maintain that spaces with the exception of show members providing assistance to ADA approved members. The committee expressed interest in this requirement if the Arts section 'alley' was exempt (spaces 51-88).

2. Citations, Complaints and Incidents – For Discussion

There were no items to discuss this meeting.

ITEMS FOR May 14, 2019 MEETING

Discuss a rule revision changing the minimum from 2 to 4 hours to get attendance credit in the Arts section.

ADJOURNMENT

9:00pm

