



CITY OF SANTA BARBARA

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

Tuesday, May 14, 2019

**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.**

Draft Minutes

CALL TO ORDER

6:33 PM

**ROLL CALL
Committee**

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

Staff

Jason Bryan – Senior Recreation Supervisor
Janet Sackett – Administrative Specialist
Parks & Recreation Commission Liaison
Roger Perry
Alternate Member, Crafts (vacant)
Alternate Member, Arts (vacant)

SCREEN NEW MEMBERS

CHANGES TO AGENDA

None

PUBLIC COMMENT

Claire Weber requested to have her name removed from item 2, under Staff Reports: Citations, Complaints and Incidents.

Linda Fox requested the committee read weekly monitor notes at monthly meetings.

Marilyn Loperfido asked if anyone was interested in “pop-ups” on State Street. Some interest was expressed if there were going to be future State Street road closures for community events

CONSENT CALENDAR

- 1. Approval of Minutes of the April 9, 2019 – For Action (Attachment)**
M/C/S with Marilyn Loperfido abstaining (Marilyn did not attend the April 9th meeting).
- 2. Statistics Report – For Information (Attachment)**
Jason Bryan presented the monthly statistics report.

OLD BUSINESS

1. Advertising Report – For Discussion

a. Post Card mailing campaign

Jason Bryan researched costs for a post card mailing campaign as requested at the April meeting. Mr. Bryan reported that the postage alone would be cost prohibitive.

Marilyn Loperfido suggested a digital post card be emailed re-working a design we have used before.

M/C/S to further discuss digital a post card at next month's meeting.

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

Marilyn Loperfido suggested an email digital marketing campaign.

3. Discuss a rule change from the Weather and Gap Day Rule to new Weather and Fill-In Rule – For Discussion

Jason Bryan reported that he received feedback from members who were confused by the integration of the unreasonable weather day and gap day rules. Some members did not want to change the procedures to give attendance credit to all show members on gap days.

Marilyn Loperfido distributed a handout to Committee with recommended edits to the draft rule in the agenda; the handout was read aloud. Ms. Loperfido's recommended edits included changing the time from 10:15 to 10:01 when Crafts members can move into the Arts Section on unreasonable weather days and giving attendance credit to all show members on both gap days and unreasonable weather days.

The committee discussed defining the condition of six or more vacant spaces between the Garden Street parking lot entrance and the East end of the Arts section for taking a gap or fill-in vote at 9:30am.

On gap or fill-in days, any Arts section member intending to show in the Arts section must have their permit displayed with their assigned space numbers prior to 10:00 AM so that Craft section members are clear on which spaces are available.

At the time specified for Crafts section members to setup in the Arts section, the coin toss rule shall be applied should two or more members be interested in the same space.

Several show members commented on the proposed rule change on the following topics:

1. Members suggested that rules are not being enforced at 10:00 AM.
2. Members requested that permits must be displayed on sidewalk not on the grass for Crafts members awaiting the time when they can move into the Arts section.
3. Spaces open on Gap or Fill-In can be very confusing.

4. Some Arts section members suggested that voting at 9:30 AM is premature because many Arts section members don't arrive until shortly before 10:00 AM.
5. Members expressed concern about granting attendance credit on Gap days.

M/C/S to consider re-wording the draft rule submitted by Marilyn Loperfido with edits discussed at the meeting.

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

A local 'cottage food' business would like to be considered to sell food items at the Arts and Crafts Show. Own Woods Art Studio and Chocolate Factory, Presented food items to Committee for tasting.

Jason Bryan inquired about certification with the County Health Department. The business owners responded that their home kitchen is inspected by Santa Barbara County annually and they are certified to prepare specified foods such as chocolates that have a long shelf life.

Jason Bryan commented that partnerships are not acceptable in the show and there would need to be specific rules established if this new category was to be included.

Several show members commented on the proposed rule change on the following topics:

1. An opinion was expressed that no food should be allowed at the show. If an exception is made, it should be limited to the Crafts section where there are no other options for food and beverage.
2. A question was raised to allow food vending in the demonstration area. Jason Bryan responded that the demonstration area had been designated for ADA spaces and didn't see the area opening up for other uses.
3. A member suggested setting up food vendors behind the Craft section.

M/C/S to continue this item at next month's agenda.

5. Review Dual Membership Rules and Procedures – For Discussion

This item was not discussed due to length of meeting. This item will be continued to the next meeting.

NEW BUSINESS

1. Consider requiring a minimum of four hours for attendance credit in the Arts section – For Discussion

This item was not discussed due to length of meeting. This item will be continued to next meeting.

2. Consider requiring six attendances in a member's assigned space to that space for quarterly space assignment meetings – For Discussion

This item was not discussed due to length of meeting. This item will be continued to the next meeting.

STAFF REPORTS

1. General Correspondence – For Discussion

- a. Email from Jeff Kennedy regarding food vendor concerns
- b. Email from Jeff Kennedy regarding issues limiting the Show
- c. Email from Jeff Kennedy regarding recommendation to waive fees for new members
- d. Email from Jeff Kennedy regarding Experiment Weekend
- e. Email from Jason Bryan to Show members regarding State Street construction and Experiment Weekend
- f. Email to Eric Whitney regarding prohibited signs
- g. Letters from Richard Paluch claiming discrimination and staff response
- h. Petition to City Attorney from Crafts members for show integration

This item was not discussed due to length of meeting. This item will be continued to the next meeting.

2. Citations, Complaints and Incidents – For Discussion

a. Review complaint against Claire Weber from Leah Homem regarding videotaping

Jason Bryan reiterated that there is no law against videotaping at a public event, therefore a violation will not be considered by the City for this complaint.

Nicole Horstin stated that she was also being recorded by Claire Weber and Eric Whitney. Several show members expressed concerns about being recorded by Claire Weber at the show. There were serious concerns expressed and an overall discomfort with go-pro cameras directed toward show members. Nicole Horstin requested rules be amended to not allow videotaping. A discussion ensued on how to block view of cameras.

A discussion on this topic will be continued at the next month's meeting

b. Review complaint against Eric Whitney from Susie Stinson regarding coin flip

This item was not discussed due to length of meeting. This item will be continued to the next meeting.

ITEMS FOR June 11, 2019 MEETING

ADJOURNMENT

9:47 PM

**Next Regular Meeting: Louise Lowry Davis Center
Tuesday, June 11, 2019**

Current Show Membership and Statistics: April 2019

Membership as of 4/1/2019

Arts	59 (of 90 memberships)
Crafts	85 (of 190 memberships)
Total:	<hr/> 144

Date

4/7/2019	105	73%	
4/14/2019	93	65%	
4/21/2019	98	68%	
4/28/2019	82	57%	(Gap Day)
Average	94	66%	

Historical Data

7/1/2015	190 members (60 arts, 130 crafts)
7/1/2016	174 members (55 arts, 119 crafts)
7/1/2017	159 members (55 arts, 104 crafts)
7/1/2018	154 members (60 arts, 94 crafts)