



CITY OF SANTA BARBARA

SPECIAL MEETING SANTA BARBARA ARTS AND CRAFTS SHOW ADVISORY COMMITTEE

Tuesday, November 10, 2020
Screen New Members: 6:30 p.m.
Meeting: 7:00 p.m.

This Meeting Will Be Conducted Electronically

DRAFT MEETING MINUTES

CALL TO ORDER

6:36p.m

ROLL CALL

Committee

Peggy Buchanan – Arts, Present
Brad Kazmerzak – Arts, Present
Margaret Landreau – Crafts, Chair,
Present
William Smariga – Crafts, Present
Marilyn Dannehower – Crafts Alternate

Staff

Rich Hanna – Recreation Manager, Present
Jason Bryan – Senior Recreation Supervisor,
Present
Janet Sackett – Administrative Specialist, Present
Parks & Recreation Commission Liaison
Roger Perry, Present
Member At Large (vacant)

SCREEN NEW MEMBERS

Applicants screened on-line. The committee conducted screenings using pictures on a slide show via teleconference.

GENERAL BUSINESS

1. Changes To The Agenda

None.

2. Written Communications

- a. Email from Cris Hamilton regarding Show integration
- b. Email 1 from Jeff Kennedy regarding possible electric bike dock on Show line
- c. Email 2 from Jeff Kennedy regarding possible electric bike dock on Show line
- d. Email from Jeff Kennedy requesting Municipal Code chapter 15.08 be posted on Show website
- e. Email from Jeff Kennedy suggesting Advisory Committee meeting be suspended
- f. Email from Ken Forresta regarding reopening and maintaining show sections
- g. Email from Marilyn Loperfido regarding Independent Holiday Guide
- h. Email from Zaffar Bhatti regarding interim show composition

- i. Letter from Brad Kazmerzak to City Attorney in response to 2019 integration petition

3. Public Comment:

Marilyn Loperfido – Contacted League of Cities in regards to public comment time limits. Ms. Loperfido stated that the two minutes public comment only applies to items not on the agenda. Staff persons not allowed to cut people off, only chair.

CONSENT ITEMS

1. Approval of Minutes of the October 13, 2020 Meeting – For Action

Marilyn Landreau – Move item approval to December 8th meeting.

Public Comment:

Marilyn Dannehower – Page 3, October 13, 2020 Draft Minutes should have said “seems like we need a new rule”.

2. Attendance Report – For Information

Jason Bryan submitted report to committee.

NEW BUSINESS

1. Show Marketing

Staff Recommendation: Staff to present information on advertising; board ask questions of staff; open item to public comment; bring back to Committee for action.

a. Review media coverage on Show reopening – For Information

Jason Bryan presented report to Committee.

b. Decide on participating in the Independent Gift Guide with the City covering costs (1/2 page costs \$700 or full page costs \$1100) – For Action

Brad Kazmerzak – We should spend less money on the Holiday Gift Guide this year considering only half of the show members are participating at this time. Maybe one-quarter and more advertising in the Spring 2021.

Margaret Landreau – We seem to be only getting tourist patronage. No locals seem to know we are open. Word needs to get out that we are open and operating. Recommend one-half page at this time.

Peggy Buchanan– one board with one-half page ad.

Public Comment:

Marilyn Dannehower – Locals have inquired whether Arts & Craft Show is now open and operating.

Santa Barbara Independent designs ad for us. Did a great job last year.

Need more of a photo montage in this year ad. Should be mostly visual ad.

Marilyn Loperfido – Recommends only spending \$450 for quarter-page ad with Independent.

Claire Weber - Recommends only quarter-page ad considering only half of members are participating at this time.

Jason Bryan – These funds will come out of the \$2000 the City has earmarked for Arts & Crafts Advertising budget.

Margaret Landreau – The advertising needs should be met for the members that are paying their fees and participating in the show at this time. \$700 is less than half of the amount we have for advertising.

Brad Kazmerzak – In previous years we went with one-quarter page ad, why now vote for half-page when only half of show is participating?

Motion to approve one-quarter page ad – M/S/C Approved

- c. Re-establishing an advertising ad-hoc committee with a recommendation that Marilyn Dannehower head the committee – **For Action**

Margaret Landreau – Would like at least four people on committee. Peggy will commit to supporting committee.

Marilyn Dannehower – There is lot of work to be done. Will not begin until January 2021. Suggest that an email or message be sent to all show members to encourage participation and commitment.

Public Comment:

Marilyn Loperfido – Need Graphic Artists to support show. Would like minutes from ad-hoc committee meetings.

Brad Kazmerzak – Motion to re-establish advertising ad-hoc committee with Marilyn Dannehower to chair the committee.

M/S/C Approved.

2. Select Additional Saturday Shows for the Holiday Season – For Action

Staff Recommendation: Staff recommends adding Saturday shows on December 5th and December 12th, 2020; board ask questions of staff; open item to public comment; bring back to Committee for action.

Margaret Landreau – Would like to propose adding two Saturdays before Valentine’s Day and two Saturdays before Mother’s Day. Optimal shopping days for show.

M/S/C Approved to add Holiday Shows on December 5th and December 12th.

ITEMS FOR December 8, 2020 MEETING

New Chair Election

ADJOURNMENT

8:20pm

**Next Regular Meeting: Via Teleconference
 Tuesday, December 8, 2020**