



CITY OF SANTA BARBARA

SPECIAL MEETING SANTA BARBARA ARTS AND CRAFTS SHOW ADVISORY COMMITTEE

Tuesday, March 9, 2021
Screen New Members: 6:00 p.m.
Meeting: 7:00 p.m.

This Meeting Will Be Conducted Electronically

DRAFT MEETING MINUTES

CALL TO ORDER

6:02 p.m.

ROLL CALL

Committee

David Archer – Arts, Present
Brad Kazmerzak – Arts, Present
Marilyn Dannehower – Crafts, Present
William Smariga – Crafts, Present
Alternate Members – (vacant)

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)

ELECTION OF A COMMITTEE CHAIRPERSON – For Action

Brad Kazmerzak nominated Marilyn Dannehower, William Smariga seconded, all approved. M/S/C

SCREEN NEW MEMBERS

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

All approved except for George Hampton; items not primarily produced in Santa Barbara County.

GENERAL BUSINESS

1. Changes To The Agenda
None.

2. Written Communications

The following emails were included in the meeting packet and were distributed to Committee members:

- a. Email from Jack Bailey with suggestions for online workshops
- b. Email from Leigh Sparks regarding at large applicant
- c. Email from John Grandfield with Show suggestions
- d. Letter from Marilyn Dannehower to City Attorney responding to Show unification concerns

3. Public Comment

Marilyn Loperfido – Item number 3 under New Business – Show Marketing should be under Old Business. Election results was left off the agenda; would like to have had the opportunity to welcome new committee members and inquired as to whether they had been briefed on the rules and regulations of the Advisory Committee. An item not on the agenda was discussed; whether to allow Ventura residents into the show, this has never been allowed.

CONSENT ITEMS

1. Minutes– For Action (Attachment)

M/S/C to approve December 8, 2020 minutes.

2. Attendance Report – For Information

Jason Bryan reported attendance for December 2020, January and February 2021.

NEW BUSINESS

1. Present Information For Show Organization Review – For Discussion

Rich Hanna, Recreation Manager, reported background on this discussion as it was reviewed at the December 2020 Commission Meeting and a staff report presented at the January 27th Parks and Recreation Commission Meeting.

Mr. Hanna has advised staff to prepare a report with recommendations to the Arts and Crafts Advisory Committee for review during the Committee's April meeting. It was also suggested that staff host some special events to collaboratively develop recommendations to the Parks and Recreation Commission.

Also, a survey was distributed to Arts and Crafts Show members in order to collect feedback on items from the Parks and Recreation Commission.

Jason Bryan presented the survey results to the Advisory Committee. Overall, mostly Crafts members responded to the survey. Nine out of ten who had returned to the show felt comfortable with Covid-19 safety protocols. Most were in favor of utilizing Signup Genius to pre-reserve space assignments. The majority of members surveyed overwhelmingly were in favor of combining the show and eliminating sections. Members did not support expanding the Show to outside Santa Barbara County exhibitors.

Rich Hanna advised that the key items for evaluation are as follows:

1. Show Integration – if yes, when and how
2. Arts and Crafts Advisory Committee's role in making recommendations to the Parks and Recreation Director
3. Length of Advisory Committee terms
4. Increasing Show diversity at the Waterfront – special events or other locations
5. Evaluating, updating and streamlining rules and regulations

Jason Bryan will be sending an additional survey for suggested special meeting/workshop dates to discuss these items. It is expected that the report will be presented to the Parks and Recreation Commission in late summer.

Committee Discussion:

Marilyn Dannehower – Show takes up a small part of the Waterfront why not utilize East Beach parking lot.

Rich Hanna – Chase Palm Park Center and soccer field cannot be utilized during show hours on Sundays. Department has turned down many special event requests due to the Sunday, Arts and Crafts show. Question remains; how do we host one or two special events on Sundays without disrupting the show.

Brad Kazmerzak – There have been marathons run during the show that have been held successfully. Unsanctioned skate park events are held regularly.

Rich Hanna – Need to explore a way for events in the Waterfront to co-exist with the show utilizing brief periods for marathons; 500-1000 runners for 30-60 mins. Looking for a collaborative solution to incorporate special events and the Arts and Crafts show on Sundays.

Public Comment:

Sylvie Torell – Show brings in lots of customers and tax dollars to the City.

Gray Blacks – Show must be preserved. Great asset to the City.

Marilyn Loperfido – Re-opening of show was not on agenda. What will be in report to the Commission?

Chris Hamilton – Park and Recreation Commissioners requested more information. Stated they would not mind dismantling the show.

Roger Perry – Parks and Recreation Commissioner – Arts and Crafts Show Advisory Committee members do have a say in what the future of the show is. Come up with a concept that is manageable for all.

Marilyn Dannehower – Is the Parks and Recreation Commission the final say on the recommendations pertaining to the Arts and Crafts Advisory Committee?

Rich Hanna – Parks and Recreation Commission advises the Parks and Recreation Director who has final say. The Parks and Recreation Commission determinations can be appealed to the City Council.

2. Review Changes Made by Public Works to the Sidewalk and Beachway Paths Between State Street and Mission Creek – For Discussion

Jason Bryan stated that the Public Works Transportation's intent is to divert pedestrians from the beachway path to the sidewalk for safety purposes. Spaces 21–23 and 24–27 may need to be eliminated due to pedestrian diversions. Committee members asked if space 24-27 could be salvaged; Mr. Bryan responded that the Department will evaluate after new fencing is in place to determine if that space is usable.

Public Comment:

Gray Blacks – Reduce all spaces to 20 feet to allow space for all.

Marilyn Loperfido – Entry way to show is lacking. Most people do not turn left to view the show. Bridge construction has eliminated the flow.

3. Show Marketing – For Action

- a. Approve \$475 for the Chamber of Commerce membership
- b. Approve \$320 for the Visit Santa Barbara membership

Jason Bryan – Suggests approval of funds for this fiscal year. \$755 will remain in account.

Public Comment:

Sylvia Torrel – Need banner at entrance to show to advertise.

Claire Weber – Next meeting come up with ideas for the rest of the funds. Anniversary show, Memorial Day etc.

Marilyn Loperfido – We have banners we could still use.

Brad Kazmerzak – If we can use the banner let's use it to draw attention to the show.

Marilyn Dannehower – If we need a new banner, we can use the remaining funds in the budget.

M/S/C to use Department funding to renew memberships for Chamber of Commerce and Visit Santa Barbara

ITEMS FOR APRIL 13, 2021 MEETING

ADJOURNMENT

8:40 p.m.

**Next Regular Meeting: Via Teleconference
 Tuesday, April 13, 2021**

Link to meeting video:

<https://attendee.gotowebinar.com/recording/6203856234788467725>