



CITY OF SANTA BARBARA

SPECIAL MEETING SANTA BARBARA ARTS AND CRAFTS SHOW ADVISORY COMMITTEE

Tuesday
April 27, 2021
6:00 p.m.

This Meeting Will Be Conducted Electronically

DRAFT MEETING MINUTES

CALL TO ORDER

6:06pm

ROLL CALL

Committee

David Archer – Arts - Present
Brad Kazmerzak – Arts - Present
Marilyn Dannehower – Chair - Present
William Smariga – Crafts – Excused Absence
Alternate Members – (vacant)

Staff

Rich Hanna – Recreation Manager - Present
Jason Bryan – Sr. Rec. Supervisor- Present
Janet Sackett – Admin. Specialist - Present
Parks & Recreation Commission Liaison
Roger Perry - Present
Member At Large (vacant)

GENERAL BUSINESS

1. Changes To The Agenda

None.

2. Written Communications

The following emails were received and included in the meeting packet.

- a. Email from Marilyn Loperfido regarding March 2021 minute suggestions
- b. Email from Marilyn Loperfido regarding March 2021 meeting

Emails received after the agenda was published will be included in the next meeting packet.

3. Public Comment

Marilyn Loperfido – How many general members are logged into this meeting?
Jason Bryan – 22 logged in excluding Committee members and staff.

OLD BUSINESS

1. Present Staff Report for Organization Review – For Discussion

Rich Hanna, Recreation Manager – This meeting is a continuation of the issues brought up at the April 13th meeting. We would like to gain a consensus within the Arts and Crafts Advisory Committee, the City and Show members on issues discussed and ideas on how to improve the Show moving forward.

We do not anticipate moving forward with a recommendation to the Parks and Recreation Commission until June or later. We will have additional Special Meetings as necessary and allow time for future discussion on these items.

Jason Bryan – Would like to clarify an earlier discussion on the 1971 ballot initiative that later was determined to be invalid. Staff has confirmed Santa Barbara Municipal Code 15.08 and later amendments moved forward through the Santa Barbara City Council process as required.

The City is committed to sustaining the Show moving forward in partnership with the Arts and Crafts Advisory Committee.

a. Unification of the Show by elimination of separate Arts and Crafts sections

Jason Bryan - Staff is recommending that the Show be integrated by elimination of separate Arts and Crafts sections while retaining existing space assignments where unassigned spaces will be available to all members at space assignment meetings regardless of previous section designation. Staff further requests input on sharing larger spaces and continued use of SignUpGenius.

Brad Kazmerzak – What are recommendations for re-numbering spaces?

Jason Bryan – Space assignments and sizes will remain the same, recommending changing to West and East designations rather than Arts or Crafts sections.

Public Comment

John Grandfield – In favor of integration of Show based on attrition.

Kevin Healy – Not an established fact that ordinance 3626 is invalid. Timing of recommendations in the midst of a pandemic are not in good faith. In favor of Show integration.

Ken Foresta – In favor of Show integration.

Marilyn Loperfido – Not against integration of the Show. Not in support of recommendations by staff. Show members must develop recommendations not staff. Ordinance is valid and legal.

Deborah Healy – Committee members are elected not appointed as per Municipal Code 15.08.050. Any changes to the Show must have voter approval

per Municipal Code 15.08.060. 15.08.170 states that the Recreation Director has no decision making power only the vote of the people.

Cris Hamilton – Integration of the Show is working well now. Ordinance is valid and binding. Jill Zachary should not have final decision on the Show.

Audrea Tavakkoly – If integration is to be considered it must be well thought out and organized. Decisions should not be made until full Show is back in operation. Parking should be reserved for customers purchasing large pieces of art not Show members to utilize the entire day. Parking should have time limits.

Jim Hockin – Referendum is valid as per the vote of the people. Parks and Recreation was to manage the Show and only change rules per the Municipal Code.

Margaret Landreau – There are too many topics on the agenda for members in attendance. Members need more time to research and focus on items for discussion.

Claire Weber – We must wait until full Show is back before making any changes to the Show. In favor of integration however, not until full membership can agree. We are all Artists, many people are not ready to go back at this time. We are in a pandemic.

Tom Maupin – Concerned about the substantial decrease in Show membership. Must do whatever it takes to increase membership. In favor of Show integration however, no changes should be made until the full Show is back in operation. Would love to see Ventura County residents welcomed into the Show.

John La Pointe – Members must resist attempts from the City to take over this Show. This attempt by the City to take over this Show and make changes at this time is not in the best interest of the Show. No changes should be discussed until the full Show membership is back and operational. There are fewer shoppers at this time due to the pandemic. Allowing Ventura County residents to show will only decrease sales for Santa Barbara County members.

Brad Kazmerzak – Changes should not be made until full membership has an opportunity to discuss however, it takes so long to get anything done we must discuss sooner rather than later.

Jason Bryan – The earliest the full Show could resume would be July 2021, may be later dependent upon Santa Barbara County recommendations. Six foot distancing is still in effect at this time.

Marilyn Dannehower – None of these recommendations will happen anytime soon. This process will take considerable time. January 2021 will be the earliest for space assignment changes.

b. Consider modifications of several procedures and regulations

Jason Bryan – Staff requests input on allowing prints of original art, modifications to functional items, allowing Ventura County residents in the Show, allowing limited partnerships as with cottage food, large space sharing and codifying public comment time limits.

Marilyn Dannehower – There are too many items lumped into one agenda for discussion, Committee should discuss and have time to digest all of these topics. Must have sufficient time for discussion.

Brad Kazmerzak – We should allow prints. Should limit number of Craft Food vendors. Not in favor of allowing Ventura County residents into the Show. In favor of eliminating the Gap rule.

Marilyn Dannehower – These items should be discussed at a regular Committee meeting at the Board level not at a Special Meeting.

Public Comment

Claire Weber – There are unintended consequences if limited partnerships are allowed. Any partner can show at any time, we must show up every Sunday – not in favor. Rules need revising at the member level, should have Show focus groups discuss rule changes. Not in favor of allowing Ventura County residents in the show.

Kevin Healey – An Ad-Hoc committee should be formed to make recommendations to the Arts and Crafts committee on these items.

In favor of allowing prints. No reason to allow limited partnerships – why? Rule revisions have been discussed for decades and nothing is ever completed. Not enough foot traffic in the show to allow Ventura County residents in the Show.

Deborah Healey – These recommendations and discussion items; bullet points are coming from the top – down. City and Parks and Recreation Department are making decisions without the membership consensus. Process is not equitable.

John Grandfield – Not in favor of allowing Ventura County residents into the Show. Timing of all of these changes is questionable, why now? In favor of allowing prints. Not in favor of limited partnerships, Show members are not allowed partners. In favor of shared spaces.

What is standard public comment time allowed?

Jason Bryan – Two minutes is standard allowed public speaker time.

Ken Foresta – In favor of allowing prints and copies of original art.

Marilyn Loperfido – We allowed up to eight cottage food vendors, still only have one in the Show. Food vendors are separate from Show members. Not in favor

of allowing Ventura County residents in the Show. Time constraints on members speaking is illegal.

Tom Maupin – In favor of allowing prints. Need more participants in the Show which will in turn create more foot traffic. Need to determine what to do to create more interest in the Show. No one is losing their assigned space.

Aundrea Tavakkoly – Definitely need to create more foot traffic with advertising, social media etc. If prints are to be allowed then why not molds for crafts items or 3D printers etc. May be opening the door to more additional items. Two members cannot own a space now. Should look at the successes of other successful shows in the area, what can we learn.

Eric Whitney – Not in favor of allowing Ventura County residents into the Show. In favor of allowing prints of original art. Not in favor of limited partnerships, may be many unintended consequences by allowing this. Limited partnership issue should be discussed at the Arts and Crafts Advisory Committee level as soon as possible and not be allowed.

Jim Hockin – Not in favor of allowing prints. Municipal Code requires original art only. Show is advertised as “handmade work”. Items must be hand produced. Should not allow Ventura County residents to join the Show. This Show is for Santa Barbara locals only and is advertised as such.

Marilyn Dannehower – So many wonderful comments and ideas brought forward at this meeting. Looking forward to further discussion on these items.

Candice Turner – Would encourage having more food vendors along with music venues to attract the public.

Cris Hamilton – Having more food available does not necessarily bring more foot traffic to the show. Sometimes people eat and then walk away, their draw was only the food itself. In favor of an Ad-Hoc committee. Show needs to come together, we have the ability to generate more foot traffic.

John La Pointe – Many shows limit number of prints to 25% - 50% to ensure majority of display is original art. Too many items for discussion on these agendas. Where is the urgency in making these decisions now before the full membership of the Show is back in operation.

Margaret Landreau – These meetings should be streamlined. Too many items on for discussion. Seems staff is setting agenda and not the Committee.

Marilyn Dannehower – In an effort to clarify, this meeting is considered a Special Meeting only addressing these items. This meeting is not to be considered a Regular Meeting.

- c. Allow opportunities for community and special events in the waterfront area on a limited number of Sundays

Jason Bryan – Possible event accommodation strategies include; closing vehicular traffic on Cabrillo Blvd, allowing Show members vehicles to remain parked on Cabrillo during the Show or requiring Show member vehicles be moved during a designated time period. Closing the Show in its entirety on a Sunday where two events cannot run simultaneously due to safety concerns and or moving the Show to a Saturday of that weekend if possible.

Rich Hanna –The purpose of this discussion is to determine what opportunities may be available wherein both the Show and Special Events can co-exist and benefit each other by attracting more foot traffic to the Waterfront area on a Sunday. Primarily looking at the use of Cabrillo Blvd., Chase Palm Park and waterfront parking. Would like to develop a set of requirements that would benefit all interested parties.

Marilyn Dannehower – The Waterfront Park is long, historically the East Beach parking lot is under-utilized. Would like to focus on alternatives that do not close the Show on a Sunday. There is no one there who can explain that only this particular Sunday show was cancelled. Public will show up and think the entire Show is no longer in effect.

Brad Kazmerzak – Opposed to losing any Sunday Show for any reason. To co-exist with another event may work but why not utilize the space from Stearns's Wharf to the Harbor rather than disrupt the Show.

David Archer – Losing any Sunday would be detrimental to the Show.

Rich Hanna – One example is a half marathon wherein a thousand people converge into the City for an entire weekend bringing much needed foot traffic to hotels, restaurants, the funk zone etc. We may not permit this event for a variety of reasons however, if we can come to an agreement on how these types of events can co-exist with the show this scenario will benefit all.

Public Comment

Aundrea Tavakkoly – One closed Sunday Show equals one week's salary for Show members. We work all week to create items for one Show. Events can co-exist. Typically marathons start very early in the morning and end mid-day. Any event being considered should first be agreed to by the Committee on a case by case basis.

Claire Weber – Overall the Show will be degraded if we lose any Sunday Show. Will cause a ripple effect to all Show members.

John Grandfield – No Holiday shows should be considered for cancellation i.e. Labor Day, Memorial Day etc.

John La Pointe – One cancelled Sunday harms the visibility of the Show. Ordinance specifies the timing of the Show – may be illegal to even consider cancellations.

Ken Foresta – The preservation of the Show relies on two things; that the Show is at the beach and is held every Sunday. Visitors rely on these two facts.

Margaret Landreau – Four Sundays lost is equal to one month's salary. If the Show was given every Saturday and Sunday losing a few Sundays a year would not be as impactful.

Marilyn Loperfido – Not in favor of giving up any Sunday. Let's bring back the Open Streets event or something similar in concept. Campaign to revitalize the Cabrillo Blvd. area in coordination with the restaurants and stores. Re-brand the area.

Sylvie Terrell – In agreement with suggestions being discussed tonight. Not in favor of giving up any Sunday shows. We already lose several Sundays per year due to bad weather days.

Eric Whitney – The three tenets of the Show are; held on Cabrillo Blvd., held on Sundays and items are hand crafted by local artisans.

Would encourage the Committee to work with the City, event organizers and staff to create ways to co-exist with other events at the Waterfront.

Janet Jacobsen – Losing a Sunday Show is detrimental to both the Show and the customers. The Show logo states every Sunday, this logo is widely distributed. We can co-exist with other events, maybe closing Cabrillo Blvd. during these events would be beneficial. The State Street closure has been very successful to the City and business owners.

Cris Hamilton – There are many other locations that these events can be held at the Waterfront. Specifically East Beach or West Beach. There is no parking anywhere at the Waterfront for either locals or tourists. It is possible to co-exist with other special events.

Marilyn Dannehower – All the ideas and suggestions brought forward tonight are very helpful. Would like to recommend that the Committee be part of the review process for any special events being considered on Sundays in the area of the Show.

Rich Hanna – Show is considered a stakeholder, no problem in bringing something to the Committee for consideration and to help define parameters or identifying issues early on in the process. Not every event will fit into this model. Would be on a case by case basis.

David Archer – The Committee and Show members must be a part of the process and have a voice.

Brad Kazmerzak – We all want to work together.

Rich Hanna – It has not been our practice to permit special events on Holiday Sundays. Typically, Holiday weekends are very challenging on their own from a law enforcement perspective such as Fiesta etc. I would not support permitting an event on a Holiday Sunday.

Jason Bryan – Suggest, due to time constraints that items d. and e. be continued to the next Regular Arts and Crafts show meeting on May 11th.

Marilyn Dannehower – Would like further discussion and confirmation of the Municipal Code information presented tonight at the next meeting.

Items d. and e. continued to next regular meeting on May 11, 2021.

- d. Standardize Advisory Committee appointment process with other Department advisory groups
- e. Violation procedure including Code of Conduct

ADJOURNMENT

8:56 pm

Link to Meeting Video:

<https://attendee.gotowebinar.com/recording/6400500591964197634>

**Next Regular Meeting: Via Teleconference
 Tuesday, May 11, 2021**