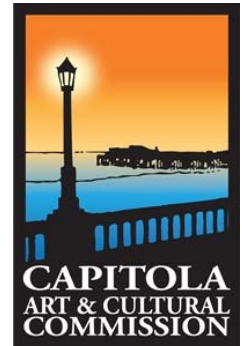


# City of Capitola

## Art & Cultural Commission

### Tuesday, January 21, 2025 – 6:30 PM

Council Chambers  
420 Capitola Avenue, Capitola CA 95010



**Chair:** Roy Johnson

**Vice Chair:** Laurie Hill

**Commissioners:** Mary Beth Cahalen, Joe Clarke, Roy Holmberg, Jill Lengre, Ester Sylvan, Vacant At-Large, Vacant Planning Commissioner

**Staff Representatives:** Nikki Bryant

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1. **Call to Order**
  2. **Swearing in of New Commissioners**
  3. **Additional Materials**
  4. **Public Oral Communication:** *Public Oral Communication allows members of the public to address the Commission on any Program Report or topics within the purview of the Commission not on the General Business agenda.*
  5. **Commissioner Comments**
  6. **Staff Comments**
  7. **Approval of Minutes- Regular Meeting December 16, 2024**
  8. **Program Reports:** *All items listed in program reports are staff or commission updates on planned program activity. Public Communication for these items is to be addresses during Public Oral Communication.*
    - a. **Twilight Concerts**
    - b. **Art at the Beach**
    - c. **Movies at the Beach**
    - d. **Plein Air**
  9. **General Business:** *All items listed in General Business are intended to provide an opportunity for public discussion. The following procedure pertains to each General Business item 1) Staff explanation; 2) Commission Questions; 3) Public Comment; 4) Commission deliberation; 5) Decision.*
    - a. **Selection of Officers:** *Select a Chairperson and Vice Chairperson to serve a one-year term for 2025.*
    - b. **Selection of Committees:** *Select program committees and continue the public art committees for 2025 and appoint Commissioners to each committee. Dissolve any non-active committees.*
    - c. **Arts Council Santa Cruz County Liaison:** *Appoint a liaison to the Arts Council Santa Cruz County for 2025 to serve a one-year term.*
    - d. **Goal Setting Meeting for FY25/26:** *Set meeting date and location for the Art & Cultural Commission Annual Goal Setting Meeting.*
    - e. **Begonia Festival Commemorative Public Art: Plaque and Unveiling:** *Approve design for commemorative plaque and date for unveiling ceremony.*

## **10. Future Agenda Items**

### **a. Commissioner Training**

### **b. Rispin Art Grant: Letter of Support**

## **11. Adjournment**

*Agenda and agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website: [www.cityofcapitola.org](http://www.cityofcapitola.org) on Friday prior to the Tuesday meeting. If you need additional information, please contact the City Hall Department at (831) 475-7300*

*American with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individual with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodation to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at (831) 475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.*

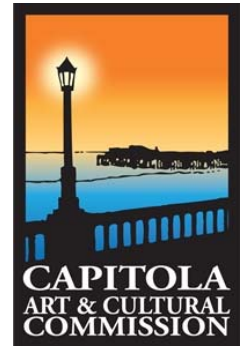
*Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal shall set forth appellant's name, phone number, address to which notices may be sent to the appellant, and the grounds upon which the appeal is made.*

# City of Capitola-Special Meeting

## Art & Cultural Commission: Draft Minutes

### Monday, December 13, 2024 – 6:30 PM

Council Chambers  
420 Capitola Avenue, Capitola CA 95010



**Chair:** Roy Johnson

**Vice Chair:** Laurie Hill

**Commissioners:** Mario Beltramo, Mary Beth Cahalen, Courtney Christiansen, Joe Clarke, Jennifer Major, James Wallace, Vacant Artist Seat

**Staff Representatives:** Nikki Bryant

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#### 1. Call to Order:

The meeting was called to order at 3:30 PM. In attendance: Beltramo, Cahalen, Christiansen (arrived 3:41pm), Clarke, Hill, Johnson. Absent: Pepiot (formerly Major), Wallace

#### 2. Additional Materials

None

#### 3. Public Oral Communication

Goren Klovich

#### 4. Commissioner Comments

Commissioner Cahalen commented on the upcoming Sip n Stroll

Vice Chair Hill commented on Begonia History Project created by Minna Hertel

#### 5. Staff Comments

None

#### 6. Approval of Minutes- December 10, 2024

Motion to approve the December 10, 2024, Minutes: Commissioner Cahalen

Second: Council Member Clarke

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Vice Chair Hill, Chair Johnson.

#### 7. General Business

##### a. Commissioner Application

Report given by Staff. Chair Johnson described the role of the Art & Cultural Commission and expectations of commissioners. Karin Anderson commented on her background, connection to Capitola and interest in the commission. Thomas Pedersen commented on his background, connection to Capitola and Music Education Business. Public Comment: None

Motion to approve Karin Anderson and Thomas Pedersen for recommendation to City Council as Art & Cultural Commissioner appointment: Commissioner Beltramo

Second: Council Member Clarke

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Commissioner Christiansen, Council Member Clarke, Vice Chair Hill, Chair Johnson.

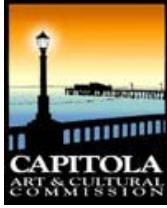
#### 8. Adjournment

The meeting was adjourned at 4:00 PM to the next regular Art & Cultural Commission meeting on January 14, 2025.

ATTEST:

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Nikki Bryant



Item #: 7

# ART & CULTURAL COMMISSION

## Program Reports

FROM: Committee Chairs and Staff

DATE: November 12, 2024

SUBJECT: Report out for budgeted Art & Cultural programs.

**Recommended Action:** Receive report from committee chairs or staff for budgeted programs.

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### **BACKGROUND**

The Capitola Art & Cultural Commission is an advisory body whose responsibility is to advise the City Council as to the allocation of public art funds and encouragement of existing and new programs in the arts for the enjoyment of the residents.

The Art & Cultural Commission participates in annual goal setting from which programs in the arts are planned for production in the budget year with City Council approval. The 2024/25 budget has planned twelve (12) Twilight Concerts, four (4) Art at the Beach, two (2) Movies at the Beach and Plein Air.

Committees shall consist of no fewer than two (2) and no more than three (3) commissioners. If a vacancy occurs, the commission can choose to appoint a commissioner to the vacancy. The program committees are as follows:

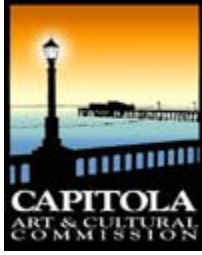
- 1) Twilight Concerts: Commissioner Wallace, Commissioner Beltramo and Commissioner Cahalen sit on the committee.
- 2) Art at the Beach: Chair Johnson, Vice Chair Hill and Commissioner Cahalen sit on the committee.
- 3) Movies at the Beach: Commissioner Cahalen and Commissioner Christiansen sit on the committee.
- 4) Plein Air: Vice Chair Hill and Commissioner Major sit on the committee.

### **DISCUSSION**

The production of programs requires long term planning and collaboration with partners, volunteers, commissioners, and Staff. Regular reports from committee chairs are provided to enhance communication and planning as well as keeping the entire commission up to date on the progress of program activities. Additionally, committees shall report to the Commission no less than a quarterly basis. Program Reports are intended to only report on the progress of a budgeted event and committee activity. Any action requiring the entire commission to make a decision outside of committee activity will be added to the agenda under General Business.

### **ATTACHMENT**

**Report Prepared By:** Nikki Bryant  
Community Services & Recreation Director



Item #: 8.a

# ART & CULTURAL COMMISSION AGENDA REPORT MEETING OF January 21, 2025

FROM: STAFF  
DATE: January 17, 2025  
SUBJECT: Selection of Officers

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**RECOMMENDED ACTION:** Select a Chairperson and Vice Chairperson to serve a one-year term for 2025.

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## **BACKGROUND**

Chapter 2.56.040 Officers, meeting and procedures outlines as soon as practicable, following the first day of January of each year, the art and cultural commission shall select one of its members as chairperson and one of its members as vice-chairperson. The chairperson and vice chairperson shall serve a term of one year, or until a successor is elected.

The positions shall be elected by a majority vote of the membership. The Chairperson presides at all meetings and is the representative of the Commission before the Council.

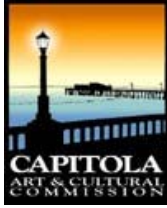
The Vice Chairperson assumes the duties of the Chairperson in their absence.

## **FISCAL IMPACT**

No fiscal impact.

## **ATTACHMENT**

**Report Prepared By:** Nikki Bryant  
Community Services & Recreation Director



Item #: 8.b

# ART & CULTURAL COMMISSION

## Agenda Reports

### Meeting of January 21, 2025

FROM: Staff  
DATE: January 17, 2025  
SUBJECT: Selection of Committees

#### **Recommended Action**

Select program committees and continue the public art committees for 2025 and appoint Commissioners to each committee. Dissolve any non-active committees.

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#### **BACKGROUND**

The Capitola Art & Cultural Commission is an advisory body whose responsibility is to advise the City Council as to the allocation of public art funds and encouragement of existing and new programs in the arts for the enjoyment of the residents.

Regular reports from committee chairs are provided to enhance communication and planning as well as keeping the entire commission up to date on the progress of program activities. Additionally, committees shall report to the Commission no less than a quarterly basis. Committee Reports are intended to only report on the progress of a budgeted event and committee activity. Any action requiring the entire commission to make a decision outside of committee activity will be added to the agenda under General Business

#### **DISCUSSION**

According to the Bylaws, committees shall consist of no fewer than two (2) and no more than three (3) commissioners. It is not necessary to establish a Chair of a committee. If a vacancy occurs, the commission can choose to appoint a commissioner to the vacancy. Staff recommends the following programmatic committees to conduct Art & Cultural objectives:

- 1) Twilight Concerts
- 2) Plein Air
- 3) Volunteer Recruitment
- 4) Sponsorship Recruitment

The Commission has two currently active Public Art Committees with ongoing projects. Staff recommends continuing the following public art committees with current commissioner appointments and, if necessary, appoint appropriate number of Commissioner to be in compliance with the Bylaws:

- 1) Begonia Festival Commemorative Public Art Project
  - a. Appointed Commissioners: Hill, Cahalen, Johnson
- 2) Monterey Avenue Railing Public Art Project
  - a. Appointed Commissioners: Johnson, Christiansen, Cahalen

The Commission has two (3) committees that the work either does not require a committee or the project has been completed. Staff recommends the Commission dissolved these committees:

- 1) Movies at the Beach
- 2) Art at the Beach
- 3) Banner Project Committee

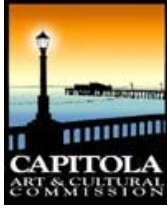
Committees established as a result of Art & Cultural Goal Setting meeting or other business will also

receive appointments of committee members as outlined in the Bylaws and recorded in the minutes at the time of establishment.

**ATTACHMENT**

**Report Prepared By:** Nikki Bryant  
Community Services & Recreation Director





Item #: 8.c

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF January 21, 2025

FROM: Staff  
DATE: January 17, 2025  
SUBJECT: Arts Council Santa Cruz County Liaison

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### **Recommended Action:**

Appoint a liaison to the Arts Council Santa Cruz County Council for 2025 to serve a one-year term.

### **BACKGROUND**

Since its founding, each of the five jurisdictions in Santa Cruz County has appointed a representative to serve as a liaison to the Arts Council, usually an elected representative of their governing body. Liaisons are invited to be as engaged in the Arts Council's work as they would like. Most often, the Arts Council Executive Director and a board member meet once a year with the liaison to discuss needs and opportunities in their jurisdiction, and to provide an update on the Arts Council's plans for the upcoming year. When unexpected opportunities arise, the Executive Director may reach out to the liaison to provide an update or seek advice on work in their community. Occasionally, liaisons have expressed an interest in taking a more active role with the Council and will regularly join board meetings and participate in discussions as a non-voting member.

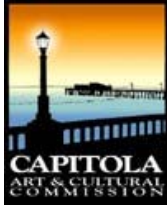
### **DISCUSSION**

Commissioner Johnson has been the 2024 Art Council Santa Cruz County liaison.

**FISCAL IMPACT** No fiscal impact

### **ATTACHMENT**

**Report Prepared By:** Nikki Bryant  
Director of Community Services & Recreation



Item #: 8.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF January 21, 2025

FROM: Staff  
DATE: January 17, 2025  
SUBJECT: Goal Setting Meeting for FY 25/26

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### **Recommended Action**

Set meeting date and location for the Art & Cultural Commission Annual Goal Setting Meeting.

### **BACKGROUND**

Annually the Art & Cultural Commission meets before the end of February, to prepare goals and objectives for the upcoming fiscal year and make recommendations that will be included in the budget presentation for City Council.

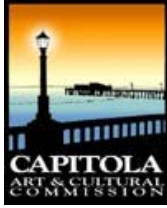
### **DISCUSSION**

The annual retreat is a public meeting under the Brown Act. The Commission may choose to hold this meeting at a different City location than typical for regular meeting but not recommended held in a private residence or other similar location.

**FISCAL IMPACT** No fiscal impact

### **ATTACHMENT**

**Report Prepared By:** Nikki Bryant  
Director of Community Services & Recreation



Item #: 8.e

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF January 21, 2025

FROM: Staff  
DATE: January 17, 2025  
SUBJECT: Begonia Festival Commemorative Public Art Project; Plaque and Unveiling

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**Recommended Action:** Approve design for commemorative plaque and date for unveiling ceremony.

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### **BACKGROUND**

In the 1950s, Capitola was recognized as the “World Begonia Capital”. The City hosted the well-known Begonia Festival, which ran from the 1950s through 2017. The last Begonia Festival was held in 2017, due to the closure of local begonia fields. In April 2018, Board Members of the Capitola Begonia Festival contacted the Art and Cultural Commission regarding the proposal of a public art project commemorating the Begonia Festival. The Begonia Festival Board (currently known as the Capitola Beach Festival) voted to donate \$20,000 to the City to be used toward a commemorative public art piece.

In March 2023, staff published a Call to Artists and received eleven (11) submissions. The Art and Cultural Commission appointed a subcommittee to review artist submissions and select three submissions for the Art and Cultural Commission to review and make a final selection. On April 9, 2024, the Commission selected the concept presented by Geoffrey Nelson and on September 26, 2024, the City Council authorized the City Manager to enter into an agreement with Geoffrey Nelson.

### **DISCUSSION**

The current timeline for installation is the final week in January, the 27<sup>th</sup> to the 31<sup>st</sup>. The contributing organizations desire a commemorative plaque and to hold an “unveiling” to complete the project. An “unveiling” to complete the project is being discussed for February 2025. The Begonia Public Art Project Committee has developed a plaque proof that will begin production immediately once approved.

**FISCAL IMPACT** Expenses to complete the project come from the Public Art Fund. The quoted cost of the plaque is \$1,015.

### **ATTACHMENT**

1. Plaque Proof

**Report Prepared By:** Nikki Bryant  
Director of Community Services & Recreation



**The Capitola Begonia Festival  
blossomed through the love and  
devotion of the growers and volunteers.  
With gratitude, we honor their legacy of  
community and connection.**

**1952 - 2017**