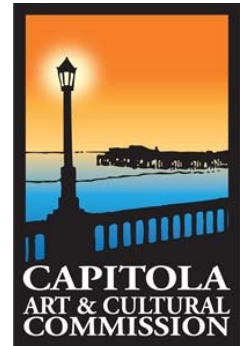


City of Capitola

Art & Cultural Commission

Tuesday, November 12, 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, Artist Vacant Seat

Staff Representatives: Nikki Bryant

-
1. **Call to Order**
 2. **Additional Materials**
 3. **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.*
 4. **Commissioner Comments**
 5. **Staff Comments**
 6. **Approval of Minutes- Regular Meeting October 8, 2024**
 7. **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**
 8. **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. **Begonia Festival Public Art Plaque and Unveiling:** *Receive Staff report and provide direction.*
 - b. **Former Wharf Pillar Artwork by Roy Holmberg:** *Receive Staff report and provide direction.*
 - c. **Strategic Plan:** *Receive staff report on the Strategic Plan Project.*
 - d. **Sponsorship Policy:** *Receive report on the adopted Department Sponsorship Policy. Staff will return to the Commission with report on Sponsorships after six months, at which time the policy will be reviewed and amended, if needed.*
 9. **Future Agenda Items**
 10. **Adjournment**

Agenda and agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website: 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.

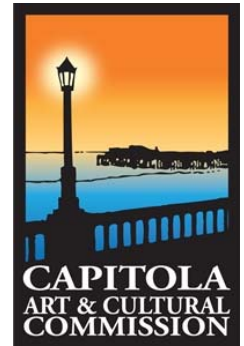
Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal 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

Art & Cultural Commission: Draft Minutes

Tuesday, October 8, 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

1. Call to Order:

The meeting was called to order at 6:33 PM. In attendance: Beltramo, Cahalen, Clarke, Hill, Wallace, Johnson Absent: Christiansen, Major

2. Additional Materials

None

3. Public Oral Communication

None

4. Commissioner Comments

Council Member Clarke appreciated commissioners attending City Council meeting for the Begonia Commemorative Public Art Contract

5. Staff Comments

The City received notice that we were not awarded the Arts in CA Parks grant for the Rispin. The Park & Washburn project is in its final stages receiving a graffiti coat. Presentation October 24 Council Meeting.

6. Approval of Minutes- September 10, 2024

Motion to approve the Minutes with the modification requested by Commissioner Cahalen to reflect that 7d include "Commissioner Cahalen commented that collaboration between staff and Vice Chair Hill is not going well": Chair Johnson

Second: Commissioner Wallace

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

7. Program Reports

a. Twilight Concerts: Commissioner Wallace commented on a debrief with Staff. Application will open for band submission.

b. Art at the Beach: No report

c. Movies at the Beach: Written report provided: Commissioner Cahalen appreciate the popcorn

d. Plein Air: Written report provided: Vice Chair Hill has been unable to meet with Staff since last meeting and requests a meeting to plan use of volunteers. Pleased to see the promotional work that has been done.

8. General Business

a. Commissioner Applicants:

Report given by Staff. Chair Johnson asked all commission applicants to share information about their background and if they would qualify as an Artist or Arts Organization Member. Ester Sylvan shared her background and described her volunteer experience and involvement in the community. Roy Holmberg shared his background and described his experience as an Artist and with Public Art. Tara Hunt shared her background and described her experience as a musician and community involvement. The Commission discussed opportunities for commission applicants to volunteer if they did not get appointed to the commission.

Public Comment: Goren Klovich

Motion to approve recommendation to City Council for appointment of Roy Holmberg for the vacant Artist seat and Ester Sylvan and Tara Hunt as potential At-Large commissioner for January appointment: Chair Johnson

Second: Commissioner Beltramo

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

b. Tree Stump Graffiti:

Report given by Staff. Commissioner Cahalen commented the graffiti is positive. Chair Johnson commented the site could benefit from a fence and sign; does not wish the graffiti to be removed. Vice Chair Hill brought the item to make sure the commission was aware. Commissioner Beltramo commented on what future graffiti might be if not removed.

Public Comment: None

Motion to approve the installment of a fence and sign to deter any further graffiti on the sculpture: Chair Johnson

Second: Commissioner Beltramo

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

c. Sponsorship Policy:

Report given by Staff. Commissioner Beltramo commented on the library donor recognition, Commissioner Wallace commented on history of Twilight Sponsorship expectations, Commissioner Cahalen commented on the benefits listed in the sample policy and to remove stage sponsor, Commissioner Wallace commented the concert date selection should be based on seniority, Vice Chair Hill commented on the title of the document and details for in kind sponsorship.

Public Comment: None

No Action Taken

9. Future Agenda Items

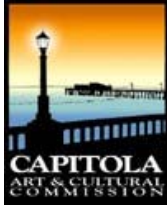
Begonia Plaque and Unveiling, Role of A&C commissioners, Events on the wharf, Wharf Pillars: commission would like to provide direction if no plans.

10. Adjournment

The meeting was adjourned at 8:06 PM to the next regular Art & Cultural Commission meeting on November 12, 2024.

ATTEST:

Nikki Bryant



Item #: 7a

ART & CULTURAL COMMISSION

Program Reports

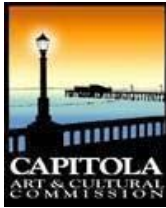
FROM: Staff
DATE: October 30, 2024
SUBJECT: Twilight Concert Program Update

Memo

The Event Performance Application window is currently open. Applications will be accepted until December 15, 2024. City staff revised the application process recently to streamline the application submissions and organization. The applications can be found online at www.cityofcapitola.org under the events/activity section.

The Commission's 2025 Program Committees will be selected during the January 14, 2025 meeting. Band Application review will be ready to present to the music selection committee in early February.

Report Prepared By: Kelly Barreto
Event Specialist



Item #: 7d

ART & CULTURAL COMMISSION

Program Reports

FROM: Kim Molloy
DATE: October 28, 2024
SUBJECT: Ninth Annual Capitola Plein Air Final Report

The Capitola Plein Air event, held from October 21st to 27th, offered a welcoming and well-organized experience for the participating artists and the public. This report outlines the event's logistics, highlights, challenges, and outcomes to provide insight into its success and identify opportunities for future improvement.

Event Overview

Artist Welcome and Orientation:

Artists began arriving on Monday, October 21st, and were greeted with a warm hospitality setup in City Hall's community room. Coffee, tea, and pastries were provided, along with personalized name tags featuring QR codes linking to the artist's preferred website or social media platform, the full event schedule, rules, parking passes, and a historical self-guided walking tour map. A designated area was arranged for official canvas stamping, and Mark from Palace Arts supplied artists with high-quality art supplies, store coupons, and a gift certificate to Paradise Bar & Grill. Each artist received a direct contact number for ongoing support and inquiries throughout the week.

Participation and Attendance:

The event welcomed 40 artists, with half of them being first-time participants. Notably, artists traveled from as far as Louisiana and Arkansas, underscoring the event's reach and reputation. Additional arrivals on Tuesday and Wednesday were met individually with a warm welcome and the necessary materials, maintaining consistency in the orientation process.

Key Events

- **Tuesday and Wednesday Paint Days:** These were full painting days, where artists explored the landscapes and scenes of Capitola. A Tuesday incident led to one artist's withdrawal due to a foot injury, which unfortunately prevented further participation.
- **Shadowbrook Artist Reception:** On Wednesday, Shadowbrook Restaurant's owner, Ted Burke, sponsored an evening artist reception. Many of the new participants expressed their appreciation for the unique ambiance of the creekside venue.
- **Lobster Night at Zelda's:** On Thursday evening, artist Marti Walker, a nine-year participant, invited fellow artists to Zelda's for the traditional Lobster Night, fostering camaraderie and community among the attendees.
- **Friday Public Meet-and-Greet:** Traditionally held on Saturday, the public meet-and-greet took place on Friday due to Esplanade Park's prior booking. Held from 10 a.m. to 2 p.m., attendance was slow initially, with higher traffic observed after noon. For future events, scheduling from noon to 4 p.m. is recommended to optimize public interaction. The musical performance by Ripatti and Rose was a high point, appreciated by both attendees and artists.
- **Sunday Exhibition and Art Sale:** Artists set up at 8 a.m., clearing the space for judging by Scott Hammil at 9:30. Following this, the exhibition opened to the public at 11 a.m. Cement Ship provided live music, enhancing the atmosphere, and the Saucyz food truck was well-

received. Attendance was strong until approximately 2 p.m., when the Halloween parade in the village resulted in road closures, impacting access.

Observations and Opportunities

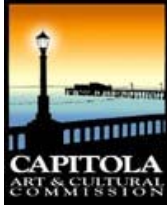
1. **Event Timing for Public Engagement:** The shift of the public meet-and-greet to Friday limited potential turnout. Returning to a Saturday schedule or extending the Friday time frame could improve engagement, generating momentum ahead of the Sunday exhibition.
2. **Halloween Parade Overlap:** The overlap between the exhibition and the village Halloween Parade introduced logistical challenges due to road closures. In future years, event timing adjustments may help avoid conflicting schedules.
3. **Coordination and Communication:** Documenting positive feedback and areas of improvement can support future event success and foster a collaborative approach in planning future events.

Event Outcomes

The Capitola Plein Air event concluded successfully with 47 paintings sold, resulting in gross receipts of \$17,729.94. The high level of participation, including artists from diverse regions, highlights the event's expanding reputation and draw. The positive artist experience, coupled with community support and effective on-site logistics, establishes a strong foundation for future events.

Report Prepared By:

Kim Molloy, Event Specialist



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 12, 2024

FROM: Staff
DATE: October 8, 2024
SUBJECT: Begonia Festival Commemorative Public Art Project; Plaque and Unveiling

Recommended Action: Receive staff report and provide direction.

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.

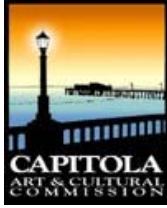
DISCUSSION

The current timeline for installation is the final week in January, the 27th to the 31st. The contributing organizations desire a commemorative plaque and to hold an “unveiling” to complete the project. Vice Chair Hill request the commission deliberate on the wording for the Plaque and discuss what the unveiling event should be and provide staff direction.

FISCAL IMPACT Expenses for an “unveiling” would be allocated from the Public Art Fund as part of the administrative cost of the project. Staff recommends expenses not to exceed \$1,000.

ATTACHMENT

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



Item #: 8.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 12, 2024

FROM: Staff
DATE: October 17, 2024
SUBJECT: Former Wharf Pillar Artwork by Roy Holmberg

Recommended Action: Receive staff report and provide direction.

BACKGROUND

The Wharf Resiliency Project began in late summer 2023. To prepare for the project Department of Public Works removed the two Pillars that held the entry arch. The pillars contained artwork by Roy Holmberg described as two green ceramic dragons similar in design as pieces on the Venetian. The pillars were in a state of disrepair from general wear and tear that they were no longer able to be used in the final project. They are currently in storage at the Corp Yard.

DISCUSSION

The former pillars contained artwork by Roy Holmberg and there is currently no plan for the artwork. Vice Chair Hill requested the commission discuss the artwork and make recommend for the artwork.

FISCAL IMPACT Funds to relocate the artwork would be drawn from the Public Art Fund.

ATTACHMENT

- 1) Image of former wharf pillar with artwork by Roy Holmberg

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

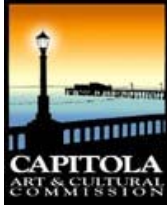


I'M FREE

DOUGLAS
GEORGE
MESSINI

Don't grieve for me, for now I am free
I'm following the path God laid for me
I took His hand when I heard His call
I turned my back and left it all - I could
not stay another day, to love, to laugh
or to grieve - If my smiling face left a
void, when all I left remembered joy
& friendship shared, a laugh, a kiss, ah
yes, these things I do miss. Be not
burdened with time of sorrow. I wish
you sunshine for tomorrow. Life's been
full, I savored much, good friends, good
times, a loved one's touch. Perhaps my
time seemed all too brief, don't
regret it now with undue grief. Lift
up your heart and share with me, God
willed me now, He set me free.

WHEARF GARD ARCHITECT
FRANK PHANTON



Item #: 8.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 12, 2024

FROM: Staff
DATE: October 17, 2024
SUBJECT: Strategic Plan

RECOMMENDED ACTION: Receive staff report on the Strategic Plan Project.

BACKGROUND

During the FY 2023-24 goal-setting session, the City Council directed staff to develop five, ten, and 15-year strategic goals for the City of Capitola. At that time, staff recommended using a professional consultant to complete this project. The City Council adopted the Fiscal Year 2023-24 Budget on June 22, 2023, which included an allocation of \$50,000 for developing long-term strategic goals.

On September 14, 2023, the City Council provided feedback on strategic planning and emphasized the desired outcome of this project is a living document that allows for flexibility and amendments to reflect future Council Members' unique perspectives and goals.

DISCUSSION

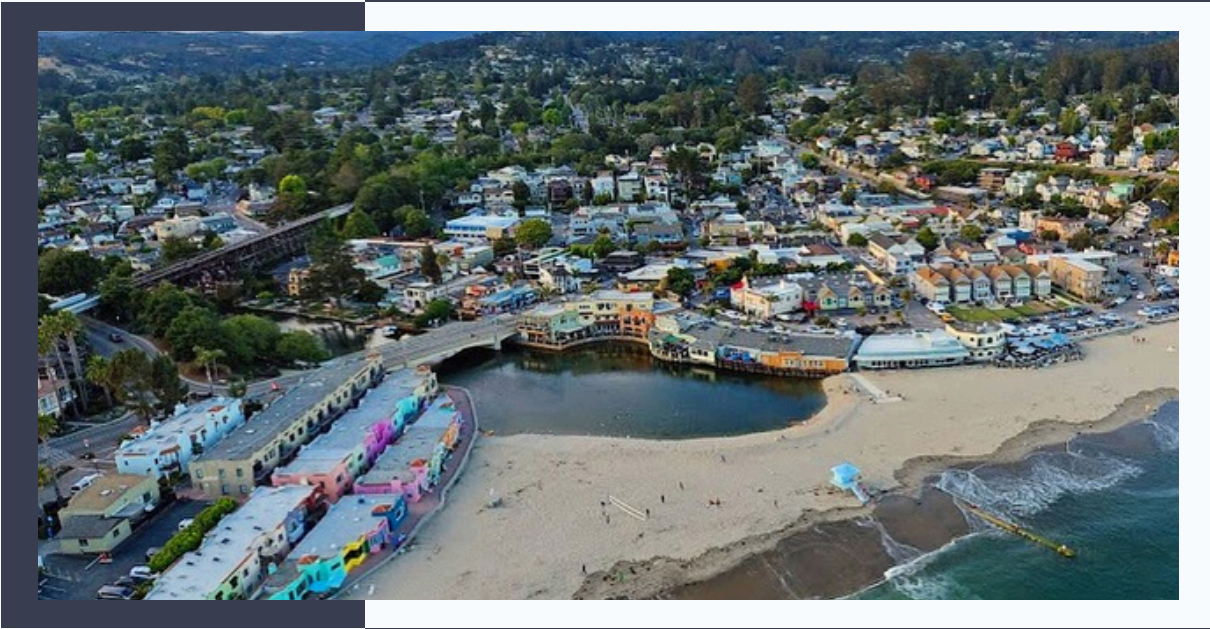
Staff publicly introduced the strategic plan project to the community at the Wharf Grand Opening event on September 25 and held an in-person community forum on October 1st. Public and employee outreach has begun, such as surveys, stakeholder interviews, and an online data collection portal. Both city staff leadership and the City Council will meet with BerryDunn in mid-November to develop draft strategic plan concepts, with the goal of final plan adoption in early 2025.

FISCAL IMPACT

ATTACHMENT

- 1) Strategic Plan Community Input Flyer

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

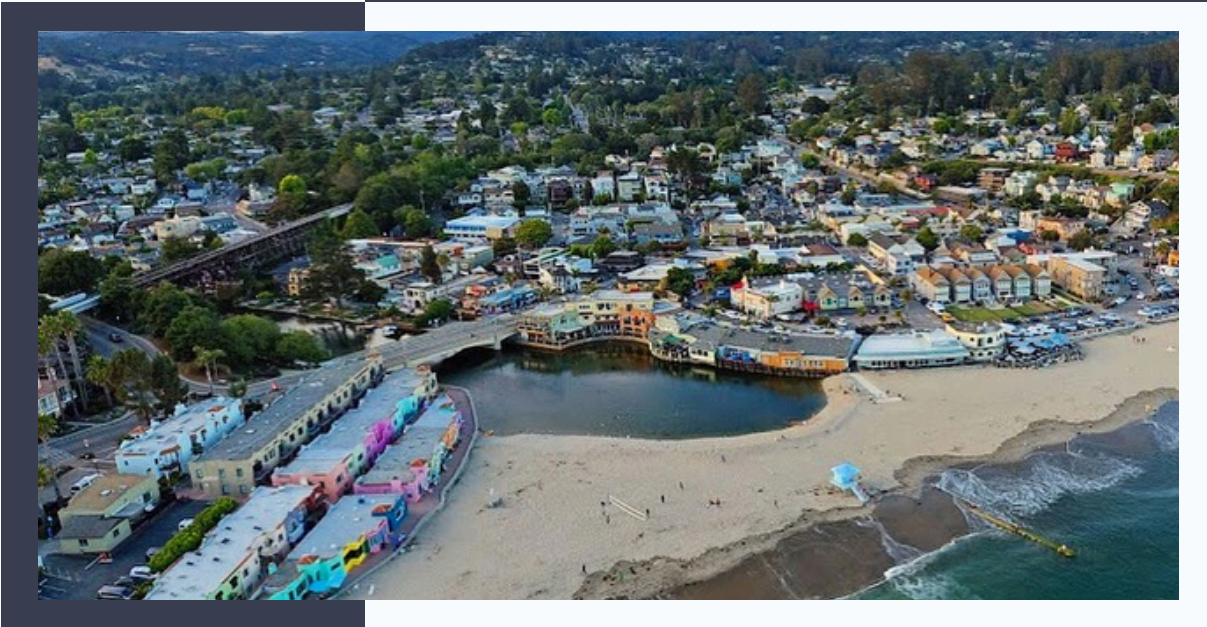


CITY OF CAPITOLA STRATEGIC PLAN

How do you imagine Capitola's future? What should the City look and feel like 5-years from now? We want to hear from YOU!

- Take our survey
- Respond to our poll
- Share your vision for Capitola

More information: <https://bit.ly/3zzrPdc>



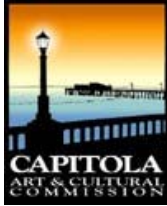
CIUDAD DE CAPITOLA PLAN ESTRATÉGICO

¿Cómo imagina el futuro de Capitola?
¿Cómo debería ser la ciudad dentro de 5 años? ¡Queremos saber su opinión!

Responda nuestra encuesta

- Responde a nuestra encuesta
- Comparte tu visión para Capitola

Más información: <https://bit.ly/3zzrPdc>



Item #: 8.d

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 12, 2024

FROM: Staff
DATE: October 17, 2024
SUBJECT: Sponsorship Policy

RECOMMENDED ACTION

Receive report on the adopted Department Sponsorship Policy. Staff will return to the Commission with report on Sponsorships after six months, at which time the policy will be reviewed and amended, if needed.

BACKGROUND

On an annual basis, the City solicits for sponsorship donations to partially fund Summer and Fall events. The majority of sponsors fund the Twilight Concerts with the FY 24/25 budget goal of \$24,000. Other events solicit sponsorship but at smaller goals ranging from \$2,000 to \$5,000.

Historically, sponsors have been interested in receiving some measure of benefit in return for their sponsorship; however, the expectation of that benefit is not consistent across all sponsors. Some of the current practices are special recognition at a specific Twilight Concert, a VIP seating area, publication of logos on banners and promotional materials.

DISCUSSION

Staff has established a Department Sponsorship Policy in order to ensure that each sponsorship gift of equal value receives an equal benefit. Staff collected feedback from the Commission during the October 2024 commission meeting. The attached policy is a revised version that includes feedback.

FISCAL IMPACT No fiscal impact

ATTACHMENT

1. Department of Community Services & Recreation Sponsorship Policy

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

DEPARTMENT OF COMMUNITY SERVICES & RECREATION

SPONSORSHIP POLICY

I. Purpose/Policy

The purpose of this policy is to establish guidelines and procedures for **sponsorship recognition** at events produced by the Community Services & Recreation Department. Sponsorship opportunities provide essential resources to support the successful planning and execution of events, while offering sponsors visibility and recognition for their contributions. This policy outlines the process by which sponsors receive recognition based on the sponsorship levels detailed below.

- **Sponsorship Recognition Duration:** Sponsorship recognition will be tied to the specific event or series of events and will be valid for the duration of the event(s). If an event is **canceled or rescheduled**, sponsorship recognition will be adjusted accordingly in consultation with sponsors.

II. Sponsorship Recognition Opportunities

The following **sponsorship levels** are available for events, offering varying degrees of visibility and recognition depending on the level of financial or in-kind support provided:

Sponsorship Levels

1. **Presenting Sponsor (Primary Event Sponsor)**
 - **Contribution Requirement:** Varies depending on the size and scope of the event.
 - **Recognition Benefits:**
 - Exclusive “Presented by [Sponsor Name]” branding on all event materials (banners, brochures, website, social media, etc.). (if applicable)
 - Prominent logo placement on event signage and marketing materials.
 - Verbal recognition throughout the event.
 - Complimentary booth or vendor space at the event (if applicable).
 - VIP seating or access to designated special area (if applicable).
2. **Gold Sponsor**
 - **Contribution Requirement:** Varies by event.
 - **Recognition Benefits:**
 - Logo placement on select event materials and promotions (print and digital).
 - Verbal acknowledgment during the event.
 - Complimentary booth space (if applicable).
3. **Silver Sponsor**
 - **Contribution Requirement:** Varies by event.
 - **Recognition Benefits:**
 - Name recognition on select event materials and promotions.
4. **Bronze Sponsor**

- **Contribution Requirement:** Varies by event.
- **Recognition Benefits:**
 - Name listing in event program on website.

Other Sponsorship Opportunities

In addition to the general sponsorship levels, specific areas or elements of events may be available for sponsorship, including but not limited to:

- **Stage Sponsor**
- **Entertainment Sponsor**
- **Food & Beverage Area Sponsor**
- **Children's Activities Sponsor**

The **Community Services & Recreation Director** will determine the required sponsorship amounts for these specific opportunities, which will offer sponsors tailored visibility and recognition.

III. Process

1. **Fundraising Campaign:** The **Community Services & Recreation Director** or designated event organizer will coordinate the sponsorship campaign, establishing the sponsorship levels and specific opportunities for each event.
2. **Sponsorship Recognition:**
 - Sponsors will be recognized according to the level of their contribution, as outlined in the **Sponsorship Levels** section.
 - **Presenting Sponsors** and **Major Sponsors** will receive prominent recognition, including logo placement and verbal mentions during the event.
 - All sponsors will be listed on event materials unless **anonymity** is requested.
3. **Anonymity Requests:** Sponsors who wish to remain anonymous may request anonymity at the time of their contribution by informing the event organizers.

IV. Conflict of Interest

1. **Avoidance of Conflicts:** To ensure transparency and fairness in the sponsorship process, the City will not accept sponsorships that create a real or perceived conflict of interest. A conflict of interest arises when the sponsorship may influence or appear to influence the decisions or operations of the City or any event organizer in favor of the sponsor, to the detriment of the community or the public interest.
2. **Disqualified Sponsors:** The City will not accept sponsorships from businesses or organizations that:
 - Have pending regulatory, legal, or contractual matters with the City.
 - Are involved in activities or industries that conflict with the City's values, mission, or public image.
 - Seek to use sponsorship as a way to gain improper influence over City policies, decisions, or events.

3. **Review Process:** All potential sponsors will be vetted by the **Community Services & Recreation Director** or designated event organizer to ensure compliance with this section. In cases of uncertainty regarding potential conflicts, the City may seek legal advice or refer the decision to an ethics committee.
4. **Disclosure Requirements:** All sponsors must disclose any business relationships, affiliations, or interests with City officials, employees, or event organizers that could create a conflict of interest. Failure to disclose relevant information may result in the rejection of the sponsorship or termination of the sponsorship agreement.

V. Responsibility

The **Community Services & Recreation Director** or event organizer will oversee the **sponsorship campaign** and ensure that sponsors receive appropriate recognition in accordance with this policy. The City is responsible for implementing sponsorship recognition and ensuring compliance with this policy, including the provisions regarding conflict of interest.

Effective Date: October 29, 2024

Approved By: Nikki Bryant; Director of Community Services & Recreation