City of Capitola Art & Cultural Commission Tuesday, December 10, 2024 – 6:30 PM

Council Chambers 420 Capitola Avenue, Capitola CA 95010

Chair: Roy Johnson Vice Chair: Laurie Hill

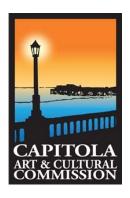
Commissioners: Mario Beltramo, Mary Beth Cahalen, Courtney Christiansen, Joe Clarke, Jennifer

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 November 12, 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.** Commissioner Applicants: Review Commissioner applications and recommend appointments to City Council for the one (1) open "Artist or arts organization member" commissioner seat and future appointments in January.
 - **b.** Begonia Festival Public Art Plaque and Unveiling: Receive Staff report and decide on plaque type.
 - **c. Strategic Plan Survey**: *Receive Staff report and complete the strategic plan survey*.
- 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, November 12, 2024 – 6:30 PM

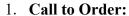
Council Chambers

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, Vacant Artist Seat **Staff Representatives:** Nikki Bryant



The meeting was called to order at 6:32 PM. In attendance: Beltramo, Cahalen, Clarke, Hill, Wallace, Johnson Absent: Christiansen, Major

2. Additional Materials

None

3. Public Oral Communication

Molly Ordin

Carin Hanna

4. Commissioner Comments

Commissioner Wallace commented on past youth commissioners

Chair Johnson commented on the City Council meeting outcome for the Monterey Ave Railing Project

5. Staff Comments

Update on Monterey Railing Project.

6. Approval of Minutes-October 8, 2024

Motion to approve the Minutes: Commissioner Beltramo

Second: Council Member Clarke

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

7. Program Reports

a. Twilight Concerts: Written Report Provided

b. Art at the Beach: No Report

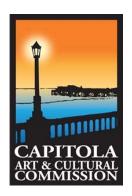
c. Movies at the Beach: No Report

d. Plein Air: Written Report Provided. Vice Chair Hill commented the provided report was not final and provided feedback for items to include. Requested a debrief for the event.

8. General Business

a. Begonia Festival Public Art Plaque and Unveiling

Report given by Staff. Vice Chair Hill commented that the unveiling would likely happen in February, committee should decide on suggested language for plaque and provide to staff for ordering. Shared ideas for unveiling. Chair Johnson commented the commission should plan event closer to completion.



Public Comment: None

Motion to approve: No Action Taken

b. Former Wharf Pillar Artwork by Roy Holmberg

Report given by Staff, Vice Chair Hill questions if the Dragons could be removed and idea for new use. Chair Johnson commented the Dragons should be saved and stored.

Public Comment: Roy Holmberg

Motion to approve Staff coordinate artist, Roy Holmberg with Department of Public Works to remove the dragons from former pillars and store until further use is identified: Council Member Clarke

Second: Commissioner Cahalen

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

c. Strategic Plan

Report given by Staff. Council Member Clarke commented on his experience in City Council Workshop. Commissioner Beltramo and Commissioner Cahalen commented on their experience in the strategic plan zoom meeting.

Public Comment: None

Motion to approve: No Action Taken

d. Sponsorship Policy

Report given by Staff. Commissioner Cahalen asked about the policy in regard to concerts. Chair Johnson asked about final product and future revision. Commissioner Beltramo asked about the development of the policy.

Public Comment: None

Motion to approve: No Action Taken

9. Future Agenda Items

Monterey Railing Installation, Commissioner applicants, Begonia Project unveiling. Further Plein Air Follow Up.

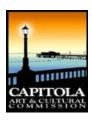
Retreat Items: Possible Mural with Railing Project, Future use of Dragons and Arch, Budget and hours reports.

10. Adjournment

The meeting was adjourned at 8:17 PM to the next regular Art & Cultural Commission meeting on December 10, 2024.

ATTEST:		
Nikki Brvant		

Item #: 7



ART & CULTURAL COMMISSION Program Reports

FROM: Committee Chairs and Staff

DATE: December 10, 2024

SUBJECT: Report out for budgeted Art & Cultural programs.

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

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

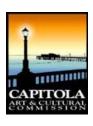
The production of programs requires long term planning and collaboration with partners, volunteers, commissioners, and Staff. Regular reports from committee chairs are provided to enhance communication and planning as well as keeping the entire commission up to date on the progress of program activities. 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 December 10, 2024

FROM: Staff

DATE: November 19, 2024

SUBJECT: Commissioner Recommendation

Recommended Action:

Review Commissioner applications and recommend appointments to City Council future appointments in January.

BACKGROUND

The Capitola Municipal Code requires that the commissioners be appointed by the City Council upon recommendation by the Art & Cultural Commission and shall serve a two-year term. In September 2019 City Council updated the Bylaws and removed term limits for Commissioners on the Art and Cultural Commission. According to the Bylaws, members do not need to be Capitola residents.

The Art & Cultural Commission consists of nine members. There are eight (8) commissioners currently serving whose term expire on December 31, 2024 and there is one open seat for the "Artist or Arts Organization Member" designation.

The City Clerk's office has opened an application period for any interested parties to serve on city Board or Commissions for City Council appointments to be conducted in January.

DISCUSSION

The City Clerk has received one (1) application for Art & Cultural Commissioner. As part of the application process any prospective commissioner must attend an Art & Cultural Commission meeting and conference with the commission regarding the duties and responsibilities of being an Art & Cultural Commissioner to receive a recommendation for City Council to appoint.

FISCAL IMPACT No fiscal impact

ATTACHMENT

1. Commissioner Application from Kristina McCann

Report Prepared By: Nikki Bryant

Director of Community Services & Recreation



Boards and Commissions ApplicationThank you for your interest in serving on a City of Capitola Advisory Group. Please fill out the following form with your information. Appointments are made at a public City Council meeting.

Application For:	
Application For: Art and Cultural Commission - Artist Art and Cultural Commission - Arts Professional Art and Cultural Commission - At Large Commission on the Environment Finance Advisory Committee - At Large Finance Advisory Committee - Business Representat Historical Museum Board Planning Commission Other:	ive
Applicant Information	
First Name * Kristina Last Name * McCann Email * Current Address * Street Address Address Line 2	
City	State / Province / Region
Capitola	CA
Postal / Zip Code	Country
95010	USA
Telephone (Home)	
Telephone (Mobile) *	

Are you a Capitola resident?* Yes **Residential Neighborhood:** Capitola Villas Are you applying as a Youth Member to an Advisory Group?* Youth Members are encouraged to participate with City Boards, Committees, and Commissions. Qualifications Occupation: Real Estate Entrepreneur / Community Marketing Specialist Please describe your qualifications and interest in serving on this Board/Commission/Committee: * Hello, I'm at Melinda Gerlach hosting my Capitola community potluck. As a new resident whose recently relocated here after a decade, I have a lot of skills that would go well with the job like this. And I am able to commit on Tuesdays reliably. Melinda Gerlach actually asked me to apply. Even though I've only lived here a short time, I think that my behavior has demonstrated that my skill set should match the needs of the committee. **Additional Attachments** Acknowledgement Required * Please note that appointment to this position may require you to file a conflict of interest disclosure statement or complete additional trainings with the City Clerk. This information is a public record and these statements are available to the public on request. Acknowledged Signature * All information contained in this page is public data and will be made available for public review upon request. Qualifications and interests of applicants will be provided to the City Council in a public forum and will be reviewed before appointments are made. Questions regarding this application and appointment process should be directed to the Capitola City Clerk.

Item #: 8.b



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF December 10, 2024

FROM: Staff

DATE: November 26, 2024

SUBJECT: Begonia Festival Commemorative Public Art Project; Plaque and Unveiling

Recommended Action: Receive staff report and decided on plaque type.

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 the committee is working on language. An "unveiling" to complete the project is being discussed for February 2025.

FISCAL IMPACT The cost of the plaque it part of the Begonia Festival Commemorative Public Art Project.

ATTACHMENT

Report Prepared By: Nikki Bryant

Director of Community Services & Recreation

Item #: 8.c



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF November 12, 2024

FROM: Staff

DATE: December 10, 2024

SUBJECT: Strategic Plan

RECOMMENDED ACTION: Receive staff report and complete the Strategic Plan Survey.

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.

In December 2023, BerryDunn was awarded the contract by City Council and in January 2024 they began the initial effort before a brief pause in March of 2024 to align with other City initiatives. In the Fall of 2024 Community Engagement began with a Community Forum in October 2024 and outreach for both in person and online contribution. Currently BerryDunn is collecting information via survey from the City's advisory bodies. Once complete the next steps will be a draft strategic plan presented to City Council.

DISCUSSION

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. Council request more information be collected from the City's boards and commissions. A paper survey will be provided to all commissioner to complete.

FISCAL IMPACT

<u>ATTACHMENT</u>

1) Strategic Plan Survey

Report Prepared By: Nikki Bryant

Director of Community Services & Recreation



City of Capitola – Strategic Plan Survey

Page 1	
A. Which Board or Commission are you affiliated with?	
01. Rank the following aspects, with 1 being most important and 15 least important, you think the City of Capitola should prioritize in its 5-Year strategic plan:	
Select one answer only	
Public safety	
Maintaining outdoor spaces, parks, and trails	
Business environment for local businesses	
Business environment for large businesses	
Equity and inclusion	
Affordable housing	
Accessible, efficient, and effective government	
Ease/quality of transportation (roads, public transportation, bike paths)	
Community health and well-being (recreation programs, opportunities for community gathering, etc.)	
Sustainable practices and programs	
Growth and development	
Jobs and workforce development	
Infrastructure investment	
Preserving natural resources	



Adapting to climate change / natural disasters
02. What are some things that the City of Capitola government does well? Check all that apply.
Select all that apply
Smart, efficient management of public funds
Public safety
Maintaining outdoor spaces, parks, and trails
Business environment for local businesses
Business environment for large businesses
Road and bridge maintenance
Equity and inclusion
Affordable housing
Accessible, efficient, and effective government
Ease/quality of transportation (roads, public transportation, bike paths)
Engagement with communities and residents
Community health and well-being (recreation programs, opportunities for community gathering, etc.)
Sustainable practices and programs
Growth and development
Jobs and workforce development
Infrastructure investment
Preserving natural resources
Responding to natural disasters
03. What are some things that the City of Capitola could do better? Check all that apply.
Select all that apply
Smart, efficient management of public funds
Public safety
Maintaining outdoor spaces, parks, and trails
Business environment for local businesses



Business environment for large businesses
Road and bridge maintenance
Equity and inclusion
Affordable housing
Accessible, efficient, and effective government
Ease/quality of transportation (roads, public transportation, bike paths)
Engagement with communities and residents
Community health and well-being (recreation programs, opportunities for community gathering, etc.)
Sustainable practices and programs
Growth and development
Jobs and workforce development
Infrastructure investment
Preserving natural resources
Responding to natural disasters
 Rank which of the following you'd like to see more of in the City of apitola, with 1 being your top choice and 14 your lowest.
apitola, with 1 being your top choice and 14 your lowest.
elect one answer only Recreational "active" public parks facilities (Jade Street Park fields &
elect one answer only Recreational "active" public parks facilities (Jade Street Park fields & courts, City parks)
Recreational "active" public parks facilities (Jade Street Park fields & courts, City parks) Commercial retail, shopping and restaurants
Recreational "active" public parks facilities (Jade Street Park fields & courts, City parks) Commercial retail, shopping and restaurants Civic gathering areas (amphitheaters, pavilions, etc.)
apitola, with 1 being your top choice and 14 your lowest. elect one answer only Recreational "active" public parks facilities (Jade Street Park fields & courts, City parks) Commercial retail, shopping and restaurants Civic gathering areas (amphitheaters, pavilions, etc.) Quality public safety services
apitola, with 1 being your top choice and 14 your lowest. elect one answer only Recreational "active" public parks facilities (Jade Street Park fields & courts, City parks) Commercial retail, shopping and restaurants Civic gathering areas (amphitheaters, pavilions, etc.) Quality public safety services Improve transportation options (roads, public transportation, bike paths)
apitola, with 1 being your top choice and 14 your lowest. Pelect one answer only Recreational "active" public parks facilities (Jade Street Park fields & courts, City parks) Commercial retail, shopping and restaurants Civic gathering areas (amphitheaters, pavilions, etc.) Quality public safety services Improve transportation options (roads, public transportation, bike paths) Public outreach and education



Business environment
Economic opportunity and prosperity
Preserving natural resources
Housing options
Recreation programing (for youth/seniors)
Page 2
05. Rank your biggest concerns in for the City of Capitola:
Select one answer only
Taxes
Overdevelopment
Traffic
Overcrowding
Crime
Water quality
Housing costs
Utility rates
Homelessness
Sustainability of services and programs
Infrastructure
06. On the following scale of 1 to 5, with 1 being "excellent" and 5 being "don't know," rate the following aspect of the quality of life in Capitola City:
Capitola as a place to live
O 1



O 2
○ 3
O 4
O 5
Capitola as a place to raise children
O 1
O 2
O 3
O 4
O 5
Capitola as a place to work
O 1
O 2
O 3
O 4
O 5
Capitola as a place to retire
O 1
O 2
O 3
O 4
O 5
Overall quality in Capitola
O 1
O 2
○ 3
O 4
O 5

07. On a scale of 1 to 5, with 1 being "Strongly Agree, 4 being "Strongly Disagree," and 5 being "don't know" rate the following "business/economic opportunity" in the City of Capitola.



Capitola provides good support for new business owners.
O 1
O 2
O 3
O 4
O 5
Capitola infrastructure makes it a good place to do business.
O 1
O 2
O 3
O 4
O 5
Capitola attracts high quality employers to the area.
O 1
O 2
O 3
O 4
O 5
Capitola supports small and local businesses.
O 1
O 2
O 3
O 4
O 5
Capitola offers good economic opportunity.
O 1
O 2
O 3
O 4
O 5



08. On a scale of 1 to 5, with 5 being most confident and 1 being least confident, how confident are you that the City of Capitola will be an even better place to live five years from now?

On a scale between 1 and 5, and in increments of 1, provide your rating below.	
09. If you responded to the above question with a rating of 3 or lower, what would have to happen for you to have a confidence level of 4 or 5?	
Page 3	
10. What barriers, real or perceived, if any, might prevent community members from fully engaging in life in Capitola? (Please describe.)	
11. What characteristics of Capitola make you proud of Capitola?	
12. If there is one thing the City of Capitola could accomplish that would serve an unmet need in the community and/or improve your quality of life what would it be?	



Page 4

13. Which best describes you?
Select one answer only
Resident outside Santa Cruz County
Resident of Santa Cruz County
Resident of Capitola
Business Owner in Capitola
Other
14. How long have you lived in the area you answered in the previous question?
Select one answer only
C Less than 1 year
1-2 years
3-4 years
5-10 years
11-15 years
More than 15 years
15. If you are a resident, what neighborhood do you live in?
16. Are you of Hispanic, Latino, or other Spanish ancestry?
Select one answer only
○ Yes
○ No
17. What is the primary language spoken in your home?



18. If the primary language is not English, how might we better provide services and engage with you?
19. Age Group
Select one answer only
O Under 9
O 10-14
<u></u>
O 20-24
<u></u>
30-34
35-39
O 40-44
O 45-49
50-54
55-59
O 60-64
65-69
70-74
75-79
80-84
O 85 and over
20. Would you say your total annual household income (before taxes) is
Select one answer only
O Less than \$15,000
\$15,000-\$24,999



\$25,000-\$34,999
\$35,000-\$49,999
\$50,000-\$74,999
\$75,000-\$99,999
\$100,000-\$149,999
\$150,000-\$199,999
\$200,000 or more
21. What is the highest level of education you have completed?
Select one answer only
Some high school, no diploma
High school diploma or equivalent
O Some college but no degree
Associates degree
O Bachelor's degree
Graduate degree or higher
22. What is your current housing status?
Select one answer only
O Homeowner
Renter
Living with others but not paying rent or mortgage
Living with others and assisting with paying rent or mortgage
Other
23. How much do you spend on mortgage or rental payments each month?