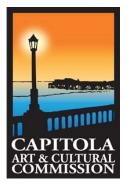
City of Capitola Art & Cultural Commission Tuesday, July 9, 2024 – 6:30 PM

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 LeBlond & Kelly Barreto

- 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 June 11, 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.** Streetlight Banner Project: Receive Capitola Village & Wharf Business Improvement Association (BIA) banner presentation, evaluate adherence to Policy V-16 and make recommendations.
 - **b.** Monterey Railing Public Art Project: Receive committee presentation of the Monterey Ave Railing Public Art Project and select artist and concept for Council recommendation.
 - c. FY 24/25 Goals: Incorporate the development of a promotional theme for summer events during the Art & Cultural Commission annual goal setting.
- 9. Future Agenda Items
- 10. Adjournment



Agenda and agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website: <u>www.cityofcapitola.org</u> 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, June 11, 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 LeBlond & Kelly Barreto

1. Call to Order:

The meeting was called to order at 6:31 PM. In attendance: Beltramo, Cahalen, Hill, Major, Wallace, Johnson. Absent: Christiansen, Clarke

- 2. Additional Materials None
- **3.** Public Oral Communication None
- 4. Commissioner Comments Vice Chair Hill commented on including the BIA

5. Staff Comments

Hourly Staff Kim Malloy will be supporting Plein Air. Commissioner invited to kick off Twilight Concerts at 6pm June 12, 2024. Begonia Commemorative Pubic Art contract will be on the August 22, 2024 council meeting agenda.

6. Approval of Minutes- Month, 2024

Motion to approve the Minutes: Vice Chair Hill Second: Commissioner Cahalen

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Vice Chair Hill, Commissioner Major, Commissioner Wallace, Chair Johnson.

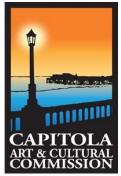
7. Program Reports

- a. Twilight Concerts: Commissioner Cahalen provided feedback on Summer events postcard. Commissioner Wallace provided feedback on Summer events postcard. Commissioner Major provided feedback on Summer events postcard.
- b. Art at the Beach: Report Out
- c. Movies at the Beach: Report Out
- **d. Plein Air:** Vice Chair Hill and staff provided updates on events. Still looking for a judge. Commissioner Major assisting with email list from past years.

8. General Business

a. Monterey Railing Public Art Project

Report given by Chair Johnson providing background on committee action up to the current meeting and introduced Bruce Harman to present concept and samples. Bruce



Harman presented a revised idea with sea life painted on aluminum and treated the same as the electrical boxes. Commissioner Beltramo commented on security of hardware and appreciated the concept; commented on the rock fish fin for safety. Vice Chair Hill appreciated the kelp and it role of hiding the vertical bars; suggested a temporary install of the samples. Commissioner Major appreciated the concept. Commissioner Wallace appreciated the concept. Commissioner Cahalen commented on the clasp for the pole and concept.

Public Comment:

Peter Wilk

Carin Hanna

Motion to approve the installation of Burce Harman's samples for public viewing: Commissioner Wallace

Second: Commissioner Beltramo

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Vice Chair Hill, Commissioner Major, Commissioner Wallace, Chair Johnson.

b. 2024 Arts in California Parks-Local Grant Application

Report given by Director of Public Works Jessica Khan. Chair Johnson commented on the budget of the sculpture and suggested increasing and adding details of the mansion. Vice Chair Hill commented on the budget and appreciated the process.

Public Comment:

Motion to approve Chair Johnson to sign letter of support to be included in the Art in California Parks grant application: Commissioner Cahalen

Second: Commissioner Wallace

Voting Yea: Commissioner Beltramo, Commissioner Cahalen, Vice Chair Hill, Commissioner Major, Commissioner Wallace, Chair Johnson.

9. Future Agenda Items

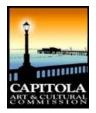
Promotion feedback process, Monterey Railing Public Art, Banner Project, SUESD Tile Project

10. Adjournment

The meeting was adjourned at 7:58 PM to the next regular Art & Cultural Commission meeting on July 9, 2024.

ATTEST:

Nikki Bryant LeBlond



ART & CULTURAL COMMISSION Program Reports

FROM: Committee Chairs and Staff

DATE: July 1, 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



ART & CULTURAL COMMISSION Program Reports

FROM:	Staff

DATE: July 5, 2024

SUBJECT: Twilight Concert Series Update

<u>Memo</u>

The Twilight Concert Series launched on June 12 and has successfully hosted 4 concerts that drew significant attendance. The past genres included rock, reggae and blues, attracting a broad audience. Each concert was well attended. The June 19 & June 26 events had a significant increase in attendees over the other events. The audience for all events included a mix of residents and visitors. There are 8 concerts remaining in the 2024 concert series which take place on Wednesday from 6-8pm at the Esplanade Park Bandstand.

The success of the Capitola Twilight Concert Series underscores the importance of community events in promoting cultural engagement and supporting the local economy. The favorable weather and high attendance further highlight the series' potential as a staple event in Capitola's annual calendar. Various City of Capitola employees have helped with staffing these events including Public Works staff and Police Department officers. Jon DuFour of Classified Sound continues to offer consistent and professional services.

Staff will be reaching out this next week to recruit Commissioners for staffing the remaining Twilight Concerts.

Report Prepared By: Kelly Barreto Event Specialist II

Event Review: First show

Date: June 23rd

To: Capitola Art & Cultural Commission

From: Kim Molloy, Program Coordinator

Re: Sunday Art at the Beach, Esplanade Park: June 23rd - 1st Show

Show	# of Spaces &	Weather	Calendar Listings
Date	Revenue		
6_/23_	11 artists: 13 spaces	Overcast	Facebook Event created,
2024_/		morning;	posts & photos;
		sunny by	Instagram posts
	\$60 Deposit	10am; cool	Artist Profiles created for
	1 Artist paid the day	and light	both Social media
	of the show	wind	Santacruz.org, GoodTimes,
		around 5pm	SC Sentinel/ SCS/EVVNT,
			Times Group, Capitola
			Chamber, Capitola
			Program/Adventure Guide,
			Aptos Life

Participating artists: 11

- 1. Suzanne Weinert
- 2. Becky Thielbar
- 3. Carolina Ávalos
- 4. Svea Scholten
- 5. Amber Engfer
- 6. Anastasia Bachmanova
- 7. Tracy Jones
- 8. Jerry Miller
- 9. Sylvie-Marie Drescher
- 10. Carmen Bryant
- 11. Susan McPeak

There were cancellations that I was able to fill from the waitlist and last minute cancellations that came in Saturday evening which were too late to fill. No refunds need to be issued at this point. An Artist - Susan Hamilton was removed from the show list because she did not have a sellers permit as required by the City. She will be issued a refund which will resolve on 6/28/2024.

General comments:

- 1st Show of the season
- Met Steve our Sunday City works support- He had the sandwich board out front nice and early
- Event banner was hanging by Friday Morning !!
- Post cards arrived in time for the show- Artists were thrilled!
- Posters were distributed throughout the village Friday morning
- Being my 1st show I arrived shortly after 8am
- Set up ran very smoothly- I asked the artist to stagger their arrival times to ease the congestion that occurs in front of the Park. It worked very well, those who needed the maximum set up time arrived first.
- Breakdown was extremely smooth. I "manned" the drive 3 minute loading area as many beach goers were leaving as the artist were loading up.
- Nice looking show of diverse mediums
- Social Media links:
- https://www.facebook.com/sundayartatthebeach/
- <u>https://www.instagram.com/artatthebeach_capitola/#</u>
- https://www.facebook.com/events/1366007087403529/?ref=newsfeed

Artist feedback:

- from Suzanne Weinert:

"It was so nice to meet you on Sunday. Thank you so much for everything! I actually had record sales on Sunday, better than any other Art on the Beach I've done! It was amazing 🕰 "

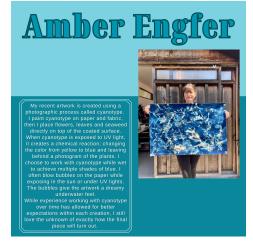
Misc:

• Around 4pm several men arrived and set up a table at the entrance of

Esplanade Park. One man played guitar and sang Christian songs. One man was handing out tracts and offering free Bibles. They were both engaging people who passed on the sidewalk in front of the Art Show. The singer was openly sharing a religious message and trying to engage people.



- It was disruptive to the show and annoying to the artist. I reached out to Kelly to ask what could be done to remove them. Kelly called the non-emergency PD number. A very nice officer came and spoke with me. It was a very educational discussion. I am now clear on what is allowable under the 1st Amendment and what violates City of Capitola ordinances. He went and spoke to the group which had now grown to 3 people handing out tracts and the musician.
- The musician stopped playing the drum at the officers request. They were within their rights to be there. They packed up and felt around 5pm.
- New Artist Profiles created and used in social media promotion, also sent to artist to use for their own promotions.







ART & CULTURAL COMMISSION Program Reports

FROM: Staff

DATE: July 1, 2024

SUBJECT: Movies at the Beach

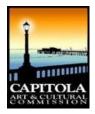
<u>Memo</u>

The Movies at the Beach series will host 2 events late in the summer. The dates are Friday, August 30 (Grease) and September 20 (Shark Tales).

Fred Meng has been secured to offer projectionist services. Title have been secured through Swank. Popcorn will be researched and may be offered depending on volunteers, etc. Social Media marketing will include Facebook and Instagram posts as well as posters displayed.

Report Prepared By: Kelly Barreto Event Specialist II

ltem #: 7



ART & CULTURAL COMMISSION Program Reports

FROM:	Staff
FRUM.	Stall

DATE: July 5, 2024

SUBJECT: Capitola Plein Air

<u>Memo</u>

Plein Air is scheduled for October 21st - 27th.

The <u>Capitolapleinair.com</u> website is forwarded to the city website and has been updated.

A city email address was created <u>capitolapleinair@ci.capitola.ca.us</u>.

The show is set up with onlinejuriedshows.com for artist applications.

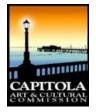
Call to Artist email Invitation was sent to all 2023 participants. Second call to artist email is scheduled to go out on 7/9/2024 for artists from 2021 and 2022.

The city event permits have been submitted and all of the facilities (New Brighton Auditorium, City Hall community room and Esplanade Park) have been reserved.

Action items:

- Select an exhibition judge
- Hire a food truck for Exhibition day October Sunday October 27
- Create an art activity during exhibition
- Hire musicians for exhibition day
- Publicize the event

Report Prepared By: Kim Molloy Events Coordinator



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF July 9, 2024

FROM: Staff

DATE: July 4, 2024

SUBJECT: Streetlight Banner Project

<u>RECCOMENDED ACTION</u>: Receive Capitola Village & Wharf Business Improvement Association (BIA) banner presentation, evaluate adherence to Policy V-16 and make recommendation.

BACKGROUND

In May of 2019, City Council implemented Administrative Policy V-16 Village Streetscape Decorations. The policy outlines a process for the review and authorization of decorations placed in the Village, which includes banners hung from streetlights. The policy identifies the review procedure to begin with the Public Works Department, who will then route City Manager or City Council for approval. The policy prohibits banners that would advertise any specific business or product. All new proposed banners must be approved by the City Council.

The Art & Cultural Commission recommended to Council that funds be allocated to support a Village Streetlight Banner Project and provide public art and beautification for the Village. The Council allocated \$3,000 from the Public Art Fund to support this initiative.

The Art & Cultural Commission established a committee which consists of Chair Johnson, Vice Chair Hill and Commissioner Cahalen to explore the process of banner approval and identify artwork for the Village.

DISCUSSION

The BIA developed a proposal for the Commission to consider regarding the streetlight banners in the village.

FISCAL IMPACT

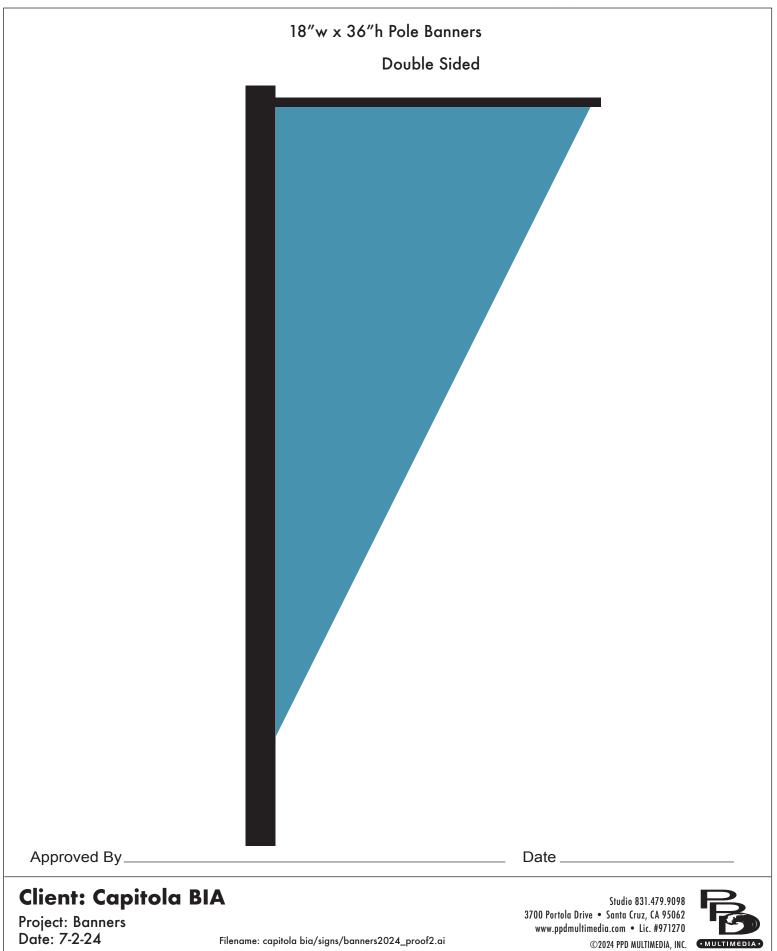
The FY 24/25 budget allocates \$3,000 of the Public Art fund in support of this project. The current estimated balance of the Public Art Fund is \$159,955 and the commission has approximately \$75,500 committed to current projects.

ATTACHMENT

- 1. BIA Banner Proposal
- 2. V-16 Village Streetscape Decorations

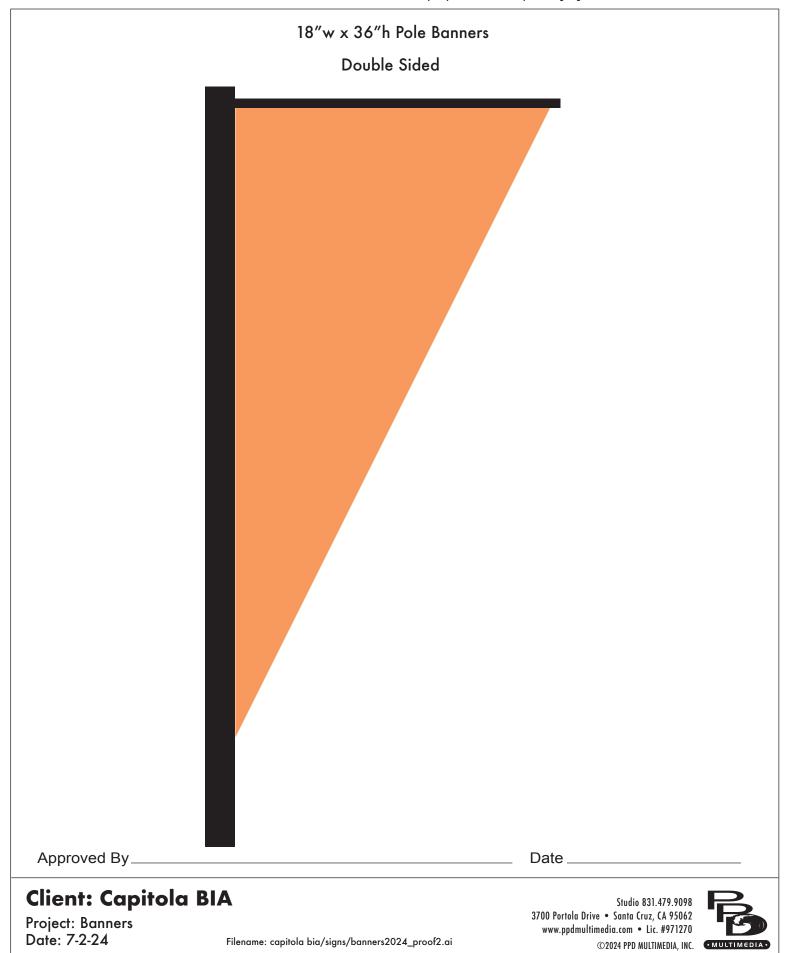
• Please Inspect and Read This Proof Very Carefully •

This proof is an important phase of your project. Now is the time to catch any errors. Items like phone numbers, addresses, and names cannot be spell checked, therefore PPD is not accountable for incorrect information. Please take the time to verify all printed information prior to signing this form.



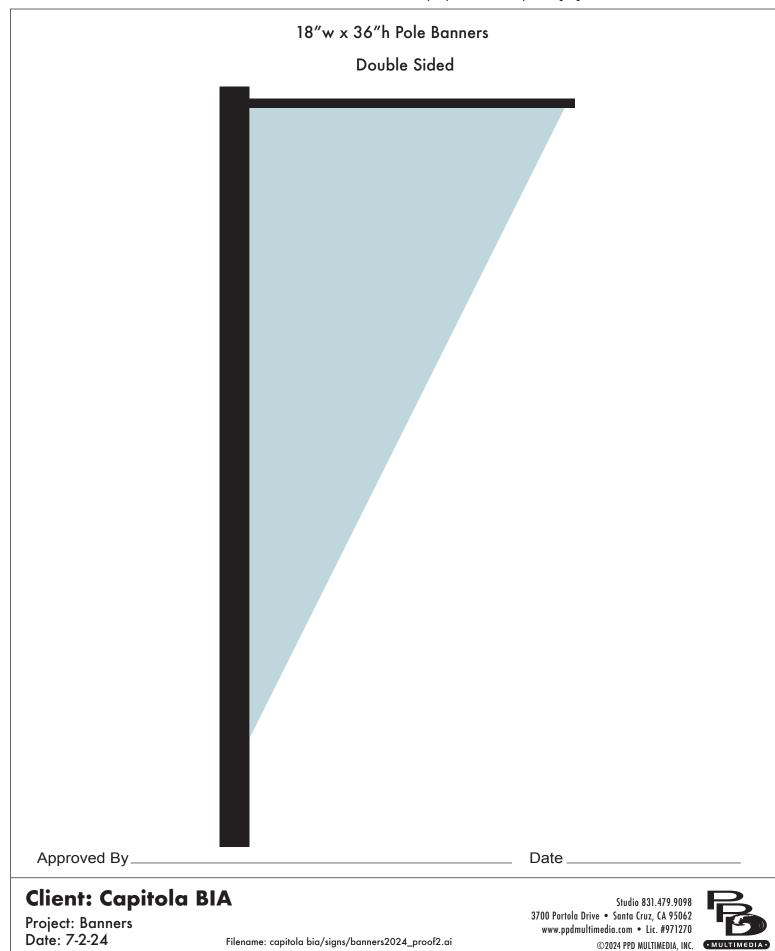
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ADMINISTRATIVE POLICY

Number: V-16 Issued: 5/9/19

Jurisdiction: City Council

VILLAGE STREETSCAPE DECORATIONS

I. <u>PURPOSE</u>

The purpose of this policy is to provide a process for the review and authorization of decorations placed in public spaces within Capitola Village. Decorations may include tree lighting, banners hung from streetlights, and any temporary placement of decorative items such as a seasonal décor or holiday celebrations.

This policy is intended to regulate the placement of decorations independent from approved Special Events. Any decorations proposed as part of a Special Event shall be reviewed and approved through the Special Event process.

For the sole purpose of this policy, the term "Village streetscape" includes all public road rightsof-way in the CV (Central Village) zoning district including streets, sidewalks, green belts (Lawn Way), and Esplanade Park.

II. <u>POLICY</u>

All proposals for the installation or placement of decorations shall be submitted to the Public Works Department a minimum of sixty (60) days prior to the desired date of installation. All proposals will be reviewed by Public Works staff who will consult with other City departments as needed.

Village streetscape decorations must promote the Village or City. Decorations cannot advertise any specific business or product.

All new proposed Village decorations must be approved by the City Council. Applicants are advised not to purchase any decorations until City approval is granted.

Previously approved Village decorations may be approved by the City Manager provided the City Manager can make all of the following findings:

- 1. The decorations were previously approved by the City Council.
- 2. The decorations were installed the previous year.
- 3. There are no significant modifications or variations to the decorations as compared to prior years.
- 4. There were no major issues with the decorations in recent prior years.
- 5. The decorations, as proposed, can function safely.
- 6. The decorations will not cause undue interference with previously approved or ongoing activities, construction, road maintenance, public transit systems, or traffic.
- 7. The decorations provide a benefit to the Village or City.

Administrative Policy V-16 Village Streetscape Decorations Page 2 of 3

If the City Manager cannot make the above findings, the proposal shall be denied, or the City Manager may refer the proposal to the City Council. The City Manager's approval/denial of a decorating proposal is appealable to the City Council. All appeals must be made pursuant to Chapter 2.52 of the Capitola Municipal Code.

The City Manager may refer any recurring decorating proposal to the City Council for consideration. Any Council Member may require that any recurring decorating plan be brought to the City Council for consideration by making such a request prior to the City Manager's approval.

III. <u>INSURANCE</u>

All entities installing decorations on Village streetscape must provide proof of general liability insurance that names the City of Capitola as an additional insured. Insurance coverage must be maintained for the duration that the decorations are installed. The insurance requirements shall meet the levels stipulated in the most current contract between the City and the Capitola Village and Wharf Business Improvement Association

IV. INSTALLATION

Installation of all decorations must be coordinated with the Department of Public Works.

All decorations to be installed by the City must be delivered to the City Public Works Corporation Yard located at 430 Kennedy Drive, Capitola CA 95010 at least one (1) week prior to the installation date.

If the applicant proposes to self-install decorations, the Public Works Department must be notified 72 hours in advance of the installation date. Any corrective action to applicant-installed decoration must be remedied immediately by the applicant upon notice from the City. Failure by the applicant to take required corrective actions may result in removal of the decoration by the Public Works Department. Applicant will be changed for any costs associated with removal due to failure by the applicant to take corrective action.

The City reserves the right to remove Village streetscape decorations at any time for any or no reason.

V. <u>PROCEDURE</u>

- A. Submit Village Streetscape proposals to Public Works 60 days prior to desired installation. Repeat plans may be submitted 30 days in advance. Plan shall include the following:
 - 1) Description of decoration purpose and theme
 - 2) Date of installation and date of removal
 - 3) Description of decorations including:
 - a. Description of individual elements
 - b. Pictures or sketches required for all elements
 - c. Manufacturer or supplier and color of any lights
 - d. Size of elements if applicable
 - 4) Placement (use of a plan sheet is encouraged)

Administrative Policy V-16 Village Streetscape Decorations Page 3 of 3

- 5) Insurance certificate
- B. Initial review by applicable Public Works Department
- C. Public Works will route to City Departments
- D. Approval by the City Manager or City Council
- E. Public Works Department will issue notice of approval

This policy is approved and authorized by:

Jamie Goldstein, City Manager



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF July 9, 2024

FROM: Staff

DATE: July 1, 2024

SUBJECT: Monterey Ave Railing Public Art Project

<u>Recommended Action</u>: Receive committee presentation of the Monterey Ave Railing Public Art project and select artist and concept for Council recommendation.

BACKGROUND

The Monterey Avenue Railing project was approved as a project by the Commission prior to March 2020. The project was delayed due to the onset of the COVID-19 pandemic. Chair Johnson is the chair of the committee with Commissioner Christiansen and Commissioner Cahalen. The committee was provided with all responses to the posted Call to Artist for review and at the May 2023 meeting the Commission selected three artists to present a proposal for final selection. At the August 2023 Art & Cultural regular meeting three (3) artists Bruce Harman, Standteiner and Peter Goldlust presented their concept and responded to questions. On December 21, 2024, Staff requested quotes from Standteiner and Goldlust artist to purchase samples. The samples have been temporarily installed for viewing. At the June 2024 Commission meeting Bruce Harman presented a revised concept and presented samples for viewing.

DISCUSSION

The Commission is to review the samples and select an artist for concept feedback and Council recommendation.

FISCAL IMPACT Project costs from the Public Art fund will be \$50,000. The Public Art Fund currently has a balance of \$159,955 and the commission has approximately \$75,500 committed to current projects.

ATTACHMENT



ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF July 9, 2024

FROM: Staff

DATE: July 1, 2024

SUBJECT: FY 24/25 Goals

Recommended Action: Incorporate the development of a promotional theme for summer events during the Art & Cultural Commission annual goal setting.

BACKGROUND

Chapter 2.56 established the Art & Cultural Commission whose responsibilities are to advise the Council to the allocation of public art funds and encouragement of existing and new programs in the arts for the enjoyment of the residents. In February of each year, staff prepare for Council review an assessment of and recommend for approval, the art and cultural commission goals, plans and objectives for the next fiscal year.

DISCUSSION

City Boards and Commissions assist and advise City Council in formulating policy and providing recommendations to City Council who votes to set final adopted policies and budget. Tie to goals

FISCAL IMPACT No fiscal impact

ATTACHMENT