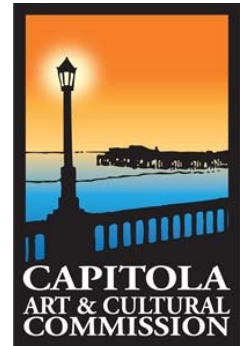


# City of Capitola

## Art & Cultural Commission

### Tuesday, September 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 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 July 9, 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 Applications:** *Review Commissioner applications and recommend appointments to City Council for the one (1) open “Artist or arts organization member” commissioner seat and future appointment in January.*
  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](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.*

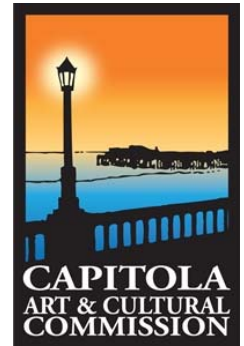
*Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal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

## Art & Cultural Commission: Draft Minutes

### 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, Vacant Artist Seat

**Staff Representatives:** Nikki Bryant

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#### 1. Call to Order:

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

#### 2. Additional Materials

None

#### 3. Public Oral Communication

Goren Klovich

#### 4. Commissioner Comments

Vice Chair Hill commented on the Times Publishing Group publication

Chair Johnson commented on feedback on the postcard

#### 5. Commissioner Cahalen, Council Member Clarke, Chair Johnson commented on not being able to meet quorum in August.

#### 6. Staff Comments

The 41<sup>st</sup> Street Battery Backup to street signals art will be touched up and added.

SUESD tiles are wrapping up this week.

#### 7. Approval of Minutes- June 11, 2024

Motion to approve the Minutes: Chair Johnson

Second: Vice Chair Hill

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

#### 8. Program Reports

a. **Twilight Concerts:** Written Report Included

b. **Art at the Beach:** Written Report Included

c. **Movies at the Beach:** Written Report Included

d. **Plein Air:** Written Report Included: Vice Chair Hill met with Staff Kim Malloy expressed concern about the number of sign ups for Plein Air.

#### 9. General Business

##### a. Streetlight Banner Project

Report given by Staff. Carin Hanna presented on the banner proposal solid color for each business type districts. The cost of 27 banners is \$2926. Commissioner Cahalen

commented positively. Chair Johnson commented positively. Vice Chair Hill confirmed this was an appropriate use of the public art fund.

Public Comment: Karen Anderson

Motion to approve the proposal as presented by Carin Hanna for use the Council budgeted Public Art funds of \$3,000 for the Banner Project: Commissioner Cahalen

Second: Commissioner Major

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

**b. Monterey Railing Public Art Project**

Report given by Staff. Chair Johnson commented on the process to attach the art to the railing.

Public Comment: Carin Hanna

Motion to approve the public art concept as presented by Bruce Harmon and recommend staff prepare a Public Art Contract for City Council Approval: Chair Johnson

Second: Commissioner Wallace

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

**c. FY 24/25 Goals**

Report given by Staff. Staff will solicit feedback from Commissioners regarding design concepts for postcard promotional materials.

Public Comment:

No Action Taken

**10. Future Agenda Items**

Banner project, Monterey Railing report, Begonia report,

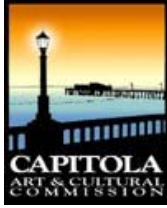
**11. Adjournment**

The meeting was adjourned at 7:50 PM to the next regular Art & Cultural Commission meeting on September 10, 2024.

ATTEST:

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Nikki Bryant LeBlond



Item #: 7

# ART & CULTURAL COMMISSION Program Reports

FROM: Committee Chairs and Staff  
DATE: September 10, 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:

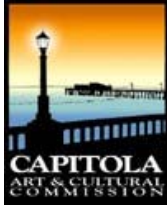
- 1) Twilight Concerts: Commissioner Wallace, Commissioner Beltramo and Commissioner Cahalen sit on the committee.
- 2) Art at the Beach: Chair Johnson, Vice Chair Hill and Commissioner Cahalen sit on the committee.
- 3) Movies at the Beach: Commissioner Cahalen and Commissioner Christiansen sit on the 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 LeBlond  
Recreation Division Manager



Item #: 7

# ART & CULTURAL COMMISSION

## Program Reports

FROM: Staff  
DATE: September 4, 2024  
SUBJECT: 2024 Twilight Concert Summary

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### Memo

The 2024 summer concert series was successful overall with 12 concerts from June 12, 2024 through August 28, 2024. Merchandise was sold at all of the events including sweatshirts, t-shirts, hats and stickers with revenue of \$2,766 which is cost recovery for expenses related to merchandise sales. This free community event was supported by generous sponsorships from local business which contribute raised \$24,400 to support the summer events. Some of the highest attended concerts included Pacific Roots, Ribsby's Nickel, Joint Chiefs and Extra Large. Jon Dufour from Classified Sound provided sound. This event was greatly supported by Public Works employees as well as Community Services & Recreation staff. The Twilight Concerts wrapped up on Wednesday, August 28, 2024 with a memorable concert by Alex Lucero. The event was well attended, and the weather was ideal.

**Report Prepared By:** Kelly Barreto  
Event Specialist

**Event Review: Sunday Art at the Beach**

**Date: July 7**

**To: Capitola Art & Cultural Commission**

**From: Kim Molloy, Recreation Specialist**

**Re: Sunday Art at the Beach, Esplanade Park: July 7 - 2nd Show**

Show Date	# of Spaces & Revenue	Weather	Calendar Listings
7/7/_20 24_/_	13 artists: 13 spaces  13 @ \$60 each = \$780	Overcast morning; sunny by 11am; cool and light wind around 5pm	Facebook Event created, posts & photos; Instagram posts Artist Profiles created for both Social media Santacruz.org, GoodTimes, SC Sentinel/ SCS/EVVNT, Times Group, Capitola Chamber, Capitola Program/Adventure Guide, Aptos Life

**Participating artists: 13**

1. Suzanne Weinert
2. Becky Thielbar
3. Carolina Ávalos
4. Svea Scholten
5. Amber Engfer
6. Calene Luczo
7. Dave Brodkey
8. Pat & Jenny Pace
9. Sylvie-Marie Drescher
10. Carmen Bryant
11. Susan McPeak
12. Steve Lozoya- new artist
13. Lauren Burke- new artist

## **General comments:**

- 2nd Show of the season- 4th of July Weekend
- 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
- 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 artists were loading up.
- Nice looking show of diverse mediums
- Social Media links:
- <https://www.facebook.com/sundayartatthebeach/>
- [https://www.instagram.com/artatthebeach\\_capitola/#](https://www.instagram.com/artatthebeach_capitola/#)
- <https://www.facebook.com/events/1366007087403529/?ref=newsfeed>

## **Artist feedback:**

- Excellent attendance - foot traffic
- Very good sales and revenue



**Event Review: Sunday Art at the Beach**

**Date: July 21, 2024**

**To: Capitola Art & Cultural Commission**

**From: Kim Molloy, Recreation Specialist**

**Re: Sunday Art at the Beach, Esplanade Park: July 21 - 3rd Show**

Show Date	# of Spaces & Revenue	Weather	Calendar Listings
7/21/_2 024_/_ –	11 artists:  11 @ \$60 each = \$660 3 artist canceled with short notice- no refund \$180 Total \$840	Overcast morning; sunny by 11am; cool and light wind around 5pm	Facebook Event created, posts & photos; Instagram posts Artist Profiles created for both Social media Santacruz.org, GoodTimes, SC Sentinel/ SCS/EVVNT, Times Group, Capitola Chamber, Capitola Program/Adventure Guide, Aptos Life

**Participating artists: 11**

1. Svea Scholten
2. Anastasia Bachmanova
3. Jen Slinger
4. Lisa Doggett
5. Susan McPeak
6. Steve Lozoya
7. Roxana Martinz
8. Sylvie Drescher
9. Chris Branchal
10. Marion Brodkey
11. Tracy Jones

**General comments:**

- 3rd Show of the season-

- On short notice 5 artists canceled. Two had COvid and the other 3 felt sick. Two cancellations happened Saturday night so I was unable to fill the spots.
- Steve our Sunday City works support- He had the sandwich board out front nice and early
- Event banner was hanging by Friday Morning !!
- 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 artists were loading up.
- Nice looking show of diverse mediums
- Social Media links:
  - <https://www.facebook.com/sundayartatthebeach/>
  - [https://www.instagram.com/artatthebeach\\_capitola/#](https://www.instagram.com/artatthebeach_capitola/#)
  - <https://www.facebook.com/events/1366007087403529/?ref=newsfeed>

**Artist feedback:**

- Attendance was lighter than the first two shows. Bargetto’s had their art show on the same day.
- Above average sales and revenue for the artists

**Event Review: Sunday Art at the Beach**

**Date: August 4, 2024**

**To: Capitola Art & Cultural Commission**

**From: Kim Molloy, Recreation Specialist**

**Re: Sunday Art at the Beach, Esplanade Park: August 4 - 4th Show**

Show Date	# of Spaces & Revenue	Weather	Calendar Listings
8/4/_2 024_/_ –	11 artists:  12 @ \$60 each = \$720	Overcast morning; sunny by 11am; cool and light wind around 5pm	Facebook Event created, posts & photos; Instagram posts Artist Profiles created for both Social media Santacruz.org, GoodTimes, SC Sentinel/ SCS/EVVNT, Times Group, Capitola Chamber, Capitola Program/Adventure Guide, Aptos Life

**Participating artists: 11**

1. Svea Scholten
2. Pat & Jenny Pace
3. Jen Slinger
4. Naomi Stretton
5. Susan McPeak
6. Steve Lozoya
7. Lauren Burke
8. Davaryah Trugman (new artist)
9. Sandi deRosa
10. Ken Slobodian
11. Carmen Bryant
12. Kent Kurrus & Susan Palsma (new artist)

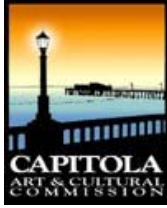
**General comments:**

- 4th Show of the season-

- Steve our Sunday City works support- He had the sandwich board out front nice and early
- Event banner was hanging by Friday Morning !!
- 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 artists were loading up.
- Nice looking show of diverse mediums
- Social Media links:
- <https://www.facebook.com/sundayartatthebeach/>
- [https://www.instagram.com/artatthebeach\\_capitola/#](https://www.instagram.com/artatthebeach_capitola/#)
- <https://www.facebook.com/events/1366007087403529/?ref=newsfeed>

**Artist feedback:**

- Attendance was very good! It was the last weekend before school started so the beach and village were hopping with tourists.
- Above average sales and revenue for the artists



Item #: 7

# ART & CULTURAL COMMISSION

## Program Reports

FROM: Staff  
DATE: September 6, 2024  
SUBJECT: Movies at the Beach Program Update

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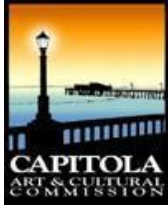
### Memo

The 2024 Movies at the Beach series kicked off on Friday August 30<sup>th</sup> with the showing of Grease. The event was well attended and brought in more adults and families than prior shows that were aimed at younger audiences. The local theater Cinelux donated popcorn which was offered to movie goers complimentary. This was the first time since 2019 that popcorn was served. Attending staff reported some of the movie attendees arrived in "Pink Lady" costumes adding to the fun. Staff, Kim Molloy, added some fun trivia questions to bring audience participation. This was an especially fun event/movie. The event was supported by Community Services & Recreation Department staff as well as one Public Works Department employee. Fred Meng was hired as the projectionist for this event. There will be another movie event on September 20, 2024 with the showing of Shark Tales.

#

#

**Report Prepared By:** Kelly Barreto  
Event Specialist



Item #: 7

# ART & CULTURAL COMMISSION

## Program Reports

FROM: Kim Molloy  
DATE: September 6, 2024  
SUBJECT: Capitola Plein Air

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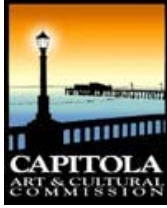
### Memo

Planning for Plein Air is moving forward.  
Dates are October 21st - 27th

- The Call to artist was posted on Onlinejuriedshows on June 3rd with an application deadline of August 1st. In July staff sent email to the artists who participated in the past 3 years. When no response was received by email, staff began a call campaign. By July 15 we had 11 applicants. Laurie Hill again reported her concern re: the low enrollment, including a request to look at the new email address for the event. We extended the deadline.
- At close of the application deadline, we had 40 artist applications compared to over 60 applications in 2023.. All 40 artists were notified by Onlinejuriedshows. With 30 artists currently confirmed, we are waiting on RSVPs from 10 artists.
- All City permits have been submitted and approved.
- An exhibition judge was selected by Laurie Hill. Nikki and I prepared the contract through docuserve and it has been sent to Scott Hamill.
- Ribbons for the Art show exhibition have been ordered.
- Plein Air 2024 event Rubber stamps have been ordered.
- Musicians, Cement Ship have been booked for the exhibition art show on Sunday October 27th.
- The food truck Saucey's has been selected for the exhibition art show. Staci is working on the booking details.
- For the art activity two facilitators are being reviewed: Linda Cover and Stacy Monowitz.
- For Publicity:
  - ◆ The postcard, poster, and over the street banners have been updated by Cory and are ready to print.

- ◆ I submitted a write-up for the City email newsletter on June 27th.
- ◆ A half page ad was purchased in the Good Times Open Studios publication.
- ◆ Summer Festivals 2024 Program highlighted the winners from 2023 in a beautiful article.

**Report Prepared By:** Kim Molloy  
Event Specialist



Item #: 8.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF September 10, 2024

FROM: Staff  
DATE: September 3, 2024  
SUBJECT: Commissioner Recommendation

---

### **Recommended Action:**

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.

### **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 two (2) applications 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 Helynn Nourishad
2. Commissioner Application from Jill Lengre

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





# Boards and Commissions Application

Thank 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 Representative
- Historical Museum Board
- Planning Commission
- Other:

## Applicant Information

### First Name \*

Helynne

### Last Name \*

Nourishad

### Email \*

[REDACTED]

### Current Address \*

[REDACTED]

[REDACTED]

Address Line 2

City

[REDACTED]

State / Province / Region

CA

Postal / Zip Code

95010

Country

Santa cruz

### Telephone (Home)

[REDACTED]

### Telephone (Mobile) \*

[REDACTED]

**Are you a Capitola resident? \***

Yes

**Residential Neighborhood:**

Capitols

**Are you applying as a Youth Member to an Advisory Group? \***

No

Youth Members are encouraged to participate with City Boards, Committees, and Commissions.

## Qualifications

---

**Occupation:**

Artist/English

**Please describe your qualifications and interest in serving on this Board/Commission/Committee: \***

I have 10 years customer service experience. World travel. English language teacher. Artist my work was on display at Ucsd. I also was lead banker at county bank/ supervisory position.

ESL teacher san Diego ca.

I love art and people and organisation.

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**Additional Attachments**

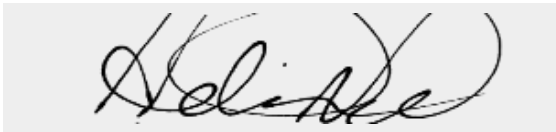
**Acknowledgement Required \***

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.

A handwritten signature in black ink on a light gray background. The signature is cursive and appears to read "A. Delia".



# Boards and Commissions Application

Thank 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 Representative
- Historical Museum Board
- Planning Commission
- Other:

## Applicant Information

### First Name \*

Jill

### Last Name \*

Payonzeck Lengre

### Email \*

[REDACTED]

### Current Address \*

Street Address

[REDACTED]

Address Line 2

City

[REDACTED]

State / Province / Region

CA

Postal / Zip Code

[REDACTED]

Country

USA

### Telephone (Home)

[REDACTED]

### Telephone (Mobile) \*

[REDACTED]

**Are you a Capitola resident? \***

Yes

**Residential Neighborhood:**

Riverview Terrace

**Are you applying as a Youth Member to an Advisory Group? \***

No

Youth Members are encouraged to participate with City Boards, Committees, and Commissions.

## Qualifications

---

**Occupation:**

Principal, Customer Experience Management

**Please describe your qualifications and interest in serving on this Board/Commission/Committee: \***

I am writing to express my interest in joining the Arts and Cultural Commission as an Arts Organization Representative - At Large. Since moving to Capitola in September 2022, I have been inspired by the city's enthusiasm for the arts and cultural events. Volunteering at many of the commission's events has been a rewarding experience, and I am eager to take a more active role in organizing these events and generating new ideas to further engage our community.

I have a passion for bringing neighbors together and fostering a sense of community. This year, I have successfully organized various events with my Riverview Terrace neighbors to help us get to know one another and build strong friendships.

Professionally, I work at Intuit as a Principal in Customer Experience Management. In this role, I lead efforts to assess, enhance, and embed customer-centric practices throughout the organization. My background in human-centered design, training, and fostering collaboration has equipped me with the skills to make a meaningful contribution to the Arts and Cultural Commission.

I am excited about the opportunity to bring my experience and passion to further the mission of the Arts and Cultural Commission and to contribute to the broader Capitola community.

Thank you for considering my application.

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**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.

A handwritten signature in black ink on a light gray rectangular background. The signature reads "Jill Payonzek Lenghe" in a cursive script.