



CAPITOLA

ART & CULTURAL COMMISSION

MEETING AGENDA

Tuesday, May 9, 2017

6:30 p.m.

Capitola Council Chambers

Commission Members

Michael Termini ~ Chair

Nathan Cross~ Vice Chair

Mary Beth Cahalen

Mary Jo Connoly

Laurie Hill

Kim Hogan

Dennis Norton

Sam Storey

- 1. Call to Order-Roll Call**
- 2. Approval of Agenda-**
- 3. Oral Communications-**
- 4. Approval of Minutes- April 11, 2017**
- 5. General Business –**
 - a. Capitola Railing Proposals**
 - b. Skate Park Mural**
 - c. Plein Air**
 - d. Summer Events (Verbal)**
- 6. Commissioner Reports-**
- 7. Staff Report-**
- 8. Communications-**
- 9. Future Agenda Items –**
- 10. Adjournment**

Notice: The Art and Cultural Commission meets on the second Tuesday at 6:30 PM in the City Council Chambers located at 420 Capitola Avenue, Capitola.

Staff Representatives

Kelly Barreto &
Larry Laurent

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.

Americans 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 individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations 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 boards' 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.

CAPITOLA

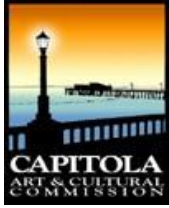
ART & CULTURAL COMMISSION

DRAFT MEETING MINUTES

Tuesday, April 11, 2017 6:30 p.m.

City Council Chambers

- 1. Call to Order-Roll Call:** Present: Termini, Hill, Hogan, Smith, Cahalen, Cross, Storey, Norton
Absent: Hogan
- 2. Approval of Agenda-** M/S Cahalen/Connolly Approved Unanimously
- 3. Oral Communications-** Elaine Kennedy and Heather Richmond with Art of Santa Cruz in the Capitola Mall discussed the restarting of the third Friday event at the Capitola Mall. Will also be having an art contest for children. They are working on making in a destination for arts.
- 4. Approval of March 14, 2017 Minutes-** M/S Cross/Storey. Approved unanimously
- 5. General Business-**
 - a. Esplanade Park** Michael Arnone presented the drawings and location for the playable sculpture. He should the size, with fall zone of what could be done within the current grass location. The light and other system may need to be moved. Vice-Chair Cross asked if the circular design could be bigger, Mr. Arnone said yes if there was a fall zone of 6-feet. Chair Termini suggested that the proposal be brought to council after the commission has selected a design. Commissioner Norton wanted to make sure that the material of the sculpture be safe for climbing.
 - b. Capitola Railing Proposals** The commission received presentation from Mike Riegel and Ernest and Lois Rich for the Capitola Avenue Railing. The Commission discussed the proposals and talked about the heights of the railings for both visibility and safety. The commission will review proposals and make recommendation at May meeting.
 - c. Plein Air** Staff reported that the possibility of having Jenny Shelton run the Plein Air event in 2017 was discussed and that she was willing to do it. Motion to request staff bring contract to City Council. M/S Cross/Storey Approved unanimously.
 - d. Merchandise Inventory (Verbal)** Chair Termini stated he will look at the order list from last year to see what needs to be ordered.
- 6. Commissioner Reports** – Commissioner Hill reported that the Skate Park mural sub-committee met and will try to setup a call to at a April 18th meeting. Commissioner Storey reported that himself and commissioner Norton will review the bylaws but would like an additional commissioner to assist. Chair Termini volunteered. Commissioner Cahalen reported that the movies have been selected; Moana, Mavericks and Finding Dory
- 7. Staff Report-** None
- 8. Communications-** None
- 9. Future Agenda Items** – None
- 10. Adjournment** 8:05 pm



Item #: 5.a

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF May 9, 2017

FROM: STAFF
DATE: May 4, 2017
SUBJECT: Capitola Avenue Railing

Recommended Action: Give Recommendation

BACKGROUND

At the February 14, 2017 meeting the Art and Cultural reviewed the recommendations of the Capitola Avenue Railing Subcommittee. The Commission requested that staff arrange for presentations from two finalists; Sculptural Accents (Lois and Ernest Rich) and Mike Reigel.

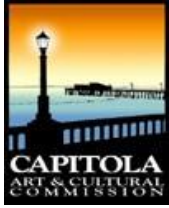
At the April 11, 2017 meeting the Art and Cultural Commission received presentations and proposals from from two finalists; Sculptural Accents (Lois and Ernest Rich) and Mike Reigel. The commission did not make any recommendations at that time so that all commissioners had a chance to review the proposals.

Staff will bring the recommended proposal to the City Council for consideration.

FISCAL IMPACT

ATTACHMENT

Report Prepared By: Larry Laurent
Assistant to the City Manager



Item #: 5.b

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF May 9, 2017

FROM: STAFF
DATE: May 5, 2017
SUBJECT: Skate Park Mural

Recommended Action: Receive Report

BACKGROUND

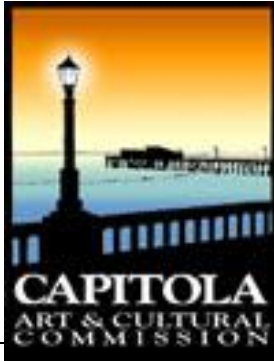
The Monte Family Skate Park mural subcommittee has met several times and has published a call to artists for the mural at the Monte Family Skate Park.

The information packet is on the City of Capitola website and social media. Flyers are posted throughout the community. Staff and the subcommittee will continue to look for ways of getting the information out to the art community.

FISCAL IMPACT The proposed budget for the mural is \$10,000 and if a project is approved, the funding will come out of the Public Art fund.

ATTACHMENT Skate Park Mural call to artists

Report Prepared By: Larry Laurent
Assistant to the City Manager



Call to Artists
Skate Park Mural

Request for Qualifications

Date Issued: May 1, 2017

Submittal Deadline: June 9, 2017; noon; Capitola City Hall

Call to Artists: The Capitola Art & Cultural Commission is requesting qualifications from muralists who will be selected to design and produce a mural at the McGregor Multi Use Park. The mural will be painted on the exterior walls of half pipe portion of the Monte Family Skate Park. This park is located on McGregor Road as you enter Capitola and adjacent to New Brighton State Beach Park. The artist selection will be a two-step process: first, the Commission will screen the qualifications and select 1-3 mural artists to develop a design proposal; second, one artist's design will be selected by the Art and Cultural Commission and submitted for final approval by the Capitola City Council.

Vision: The Commission envisions a mural that fits the park environment in positive tone, theme, color and content to reflect the family skate community. Content should be fun and colorful.

Scope of Work: The mural surface is located along the three concrete exterior walls of the half pipe section of the skate park. Photographs of the location are in Attachment A. The wall dimensions are shown in Attachment B.

Part 1: Design Proposals - The artist(s) selected to propose a mural design will be responsible for preparing a design and presenting the design for review and approval by the Art and Cultural Commission. The design shall include a mock-up of the proposed mural design with sketches of the mural details. The Commission will decide the mural design to recommend to the City Council for approval.

Part 2: Mural Design and Construction- The artist selected to design and construct the mural will be responsible for:

- Preparing the design and modifying the design per Art and Cultural Commission, City Council and city staff direction;
- Preparing and priming the walls;
- Providing all materials, including scaffolding or other equipment;
- Painting the mural;
- Providing any necessary security during the mural construction;
- Graffiti coating the mural; and,
- Completing the mural within the specified timeline and within budget.

The City of Capitola will be responsible for:

- Reviewing and approving the final design;
- Providing any access control (none is anticipated at this time); and,

- Serving as a resource during project construction.
- **Project Budget:** Each artist selected to propose a mural design will be paid \$250, which includes all time and materials. The artist selected to design and construct the mural will have a project budget is \$10,000, and shall include all expenses, including but not limited to: design and artist's fee, all applicable fees, priming, materials, labor, required insurance, travel and expenses, scaffolding and graffiti coating.

Artist Selection Criteria: Open to all artists based in Northern California. Artists will be selected based on the following criteria:

- Creativity and innovation of design,
- Design theme,
- Relevance of the image to the project site,
- Artist's demonstrated ability to produce the proposed artwork within the defined timeline and budget, and,
- Artist's experience in mural art and working for public or private entities.

Project Selection Panel and Selection Process: A selection panel will review the artist qualifications and recommend selection of 1 to 3 artists for submittal of a design proposal. It will be comprised of Public Art Committee members, City staff and community members. The City's Art and Cultural Commission will review and rank the design proposals. The Commission will decide the mural design to recommend to the City Council for approval.

Project Timeline

| | |
|--------------------|---|
| May 1, 2017 | Call to Artists Released |
| June 9, 2017 | Qualifications submission Deadline. Subcommittee reviews |
| June 13, 2017 | Panel proposes and Commission selects artists to submit design proposals |
| July 31, 2017 | Artist design proposals due Selection panel receives artist presentations, ranks proposals |
| August 8, 2017 | Commission recommends City Council approval of mural artist |
| August 24, 2017 | City Council approves artist contract |
| August - September | Contract signed, artwork starts |
| October - November | Artwork completed/Unveiling |

The Commission reserves the right to change the project timeline.

Submittal Guidelines:

1. **One page cover sheet** stating the following information, in the order listed:
 - Title: "Skate Park Mural"
 - Artist's Name
 - Artist's Phone Number
 - Artist's Email Address
 - Artist's Mailing Address
 - Artist's website if applicable
2. **Resume** of not more than two, double-sided pages that demonstrates experience as an artist.
3. **Images** - Artists may submit up to 10 color images on paper or digitally exhibiting examples of his/her mural art.
4. **Mural Concept** - Provide a proposed concept and theme for mural, with rough sketches.
5. **References** - Names, phone numbers and addresses of three professional references, with artist's name noted at top of page.

Application Deadline: Applications and submission must be **June 9, 2017; noon**. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Applications may not be modified after submission.

Legal info: This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

Send or deliver proposals to:

Skate Park Mural
Larry Laurent
llaurent@ci.capitola.ca.us
City of Capitola
420 Capitola Avenue
Capitola, CA 95010
831-475-7300
831-479-8879 FAX

Questions? For more information, contact Laurie Hill at Capitolaseahorse@gmail.com or Kelly Barreto at (831) 475-7300, kbarreto@ci.capitola.ca.us.

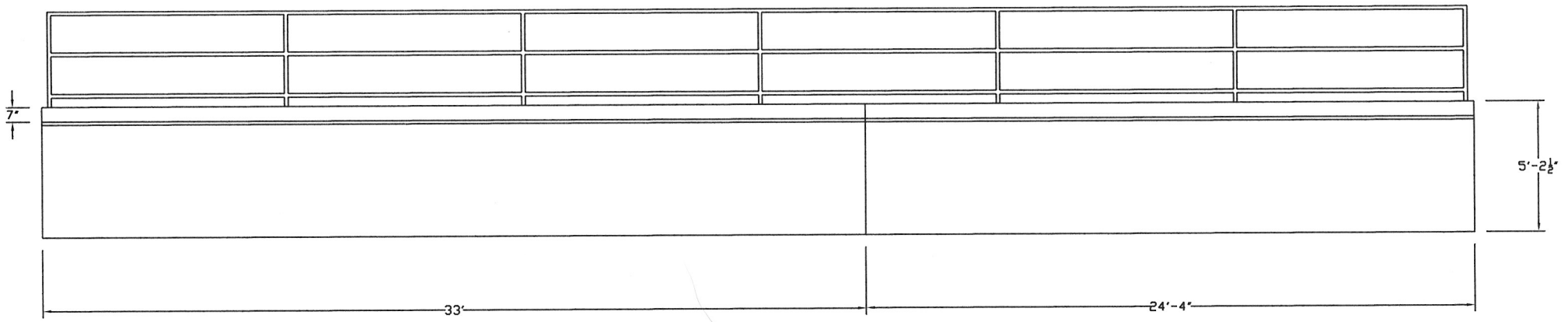
Attachments: Photos of Walls and Diagram of project dimensions

Attachment A: Photos of Wall



Attachment B

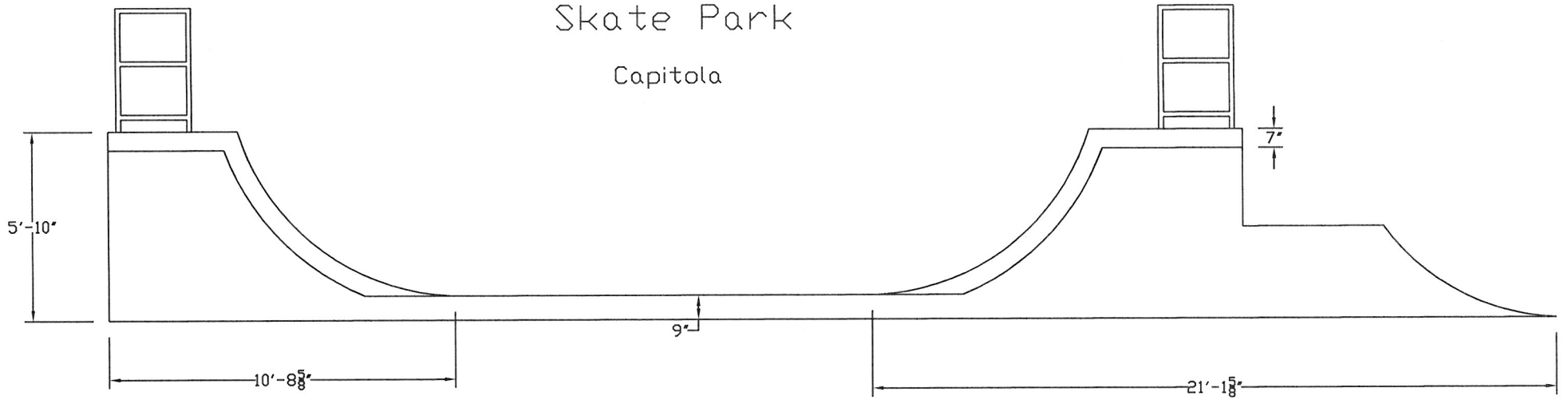
Monte Family
Skate Park
Capitola



South Side

Attachment B

Monte Family
Skate Park
Capitola



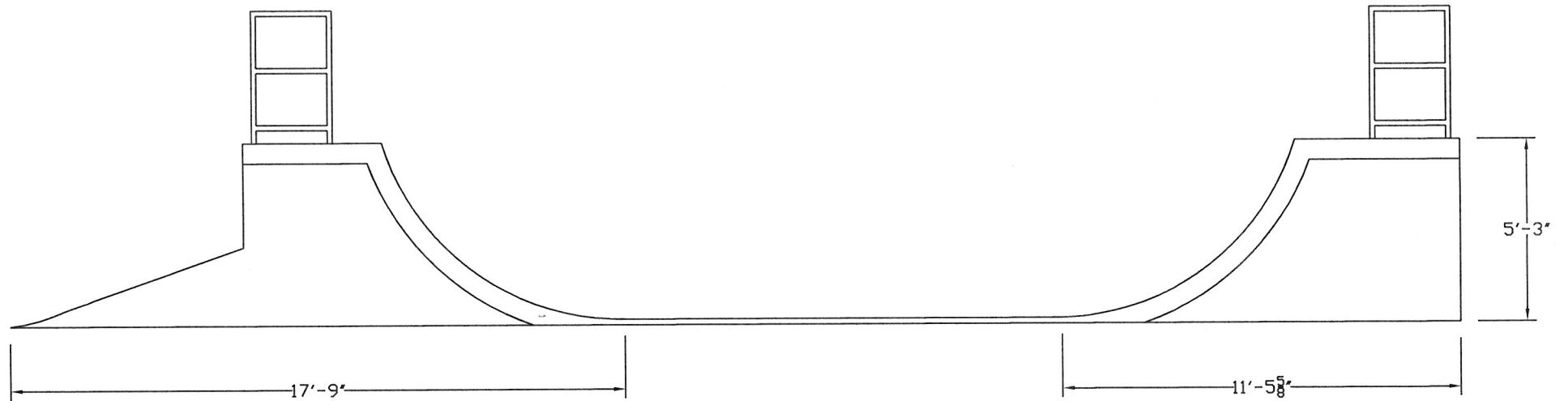
East Side

Attachment B

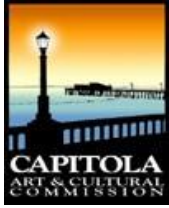
Monte Family

Skate Park

Capitola



West Side



Item #: 5.c

ART & CULTURAL COMMISSION AGENDA REPORT

MEETING OF MAY 9, 2017

FROM: STAFF
DATE: May 4, 2017
SUBJECT: Plein Air

Recommended Action: Receive Report

BACKGROUND

At the March 14, 2017 meeting, the Commission directed staff to begin discussions with former commissioner, Jenny Shelton, on the possibility of coordinating the Plein Air event in 2017. Ms. Shelton has been deeply involved in the event for the first two years of its existence. In 2016, she was the chair of the Plein Air committee. In 2016, the event expanded and required more time and effort to coordinate.

Staff and Ms. Shelton worked on a contract and a proposed scope of work.

The proposed contract with Jenny Shelton to the April 27, 2017 was approved by the City Council.

FISCAL IMPACT The contract with Jenny Shelton to coordinate the Plein Air event will be for \$3000 plus approved expenses.

ATTACHMENT

Report Prepared By: Larry Laurent
Assistant to the City Manager