

CITY OF SANTA CRUZ  
809 Center Street  
Santa Cruz, California 95060



## ARTS COMMISSION

### Regular Meeting

November 13, 2024

### 6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS (809 CENTER STREET, SANTA CRUZ)

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the City Clerk's Department at (831) 420-5030 at least five days in advance so that we can arrange for such assistance, or email [cityclerk@cityofsantacruz.com](mailto:cityclerk@cityofsantacruz.com). The Cal-Relay system number: 1-800-735-2922.

Written correspondence and telephone calls received after 5:00 p.m. on the day immediately prior to an Arts Commission meeting may not have time to reach Commissioners, nor be read by them prior to consideration of an item. Please make any communication to Commissioners regarding meeting items prior to 5:00 p.m. on the day immediately preceding a meeting.

**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, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk.

Other - Appeals must be received by the City Clerk within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

**Agenda and Agenda Packet Materials:** The Arts Commission agenda and the complete agenda packet containing public records, which are not exempt from disclosure pursuant to the California Public Records Act, are available for review on the City's website: <https://www.cityofsantacruz.com/government/city-departments/economic-development/city-arts/arts-commission> and at the Economic Development Office located at 337 Locust Street, Santa Cruz, California, during normal business hours.

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Need more information? Contact Economic Development at 831-420-5150.

## **Call to Order**

## **Roll Call**

## **Announcements**

**Statements of Disqualification - No action may be taken.**

**Oral Communication - Audience comments not related to a General Business item.**

## **Presentation**

Public Placemaking as Creative Community Development

Laura Bishop, The 418 Project & Hannah Berry, Lions & Rabbits

## **Approval of Minutes**

### 1. Approval of September 11, 2024 Minutes

Motion To approve minutes of the September 11 2024 meeting as submitted.

## **General Business**

### 2. SC Pride Anniversary Signal Box Installation

Motion to recommend up to \$16,000 funding for the SC Pride 50th anniversary traffic signal box installation and to appoint an Arts Commissioner to serve on the Artist Selection Panel.

### 3. 2025 Arts Commission Proposed Calendar: 8 meetings proposed

Motion To approve the proposed Arts Commission meeting calendar for 2025.

**Ad Hoc Committee on Cultural Tourism - No action may be taken**

Commissioner Miranda

**Ad Hoc Committee on SculpTOUR - No action may be taken**

Commissioner Patterson

**Information Items from Staff - No action may be taken.**

Stipends for Advisory Body Members: Council Policy 5.19

Colligan Theater Transitions

City Arts Program for Event Support (CAPES) Implementation

## **Adjournment**

CITY OF SANTA CRUZ  
809 Center Street  
Santa Cruz, California 95060



## ARTS COMMISSION

### Regular Meeting

September 11, 2024

### Action Summary

**MINUTES ARE UNOFFICIAL UNTIL APPROVED BY THE COMMISSION**

### **6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS (809 CENTER STREET, SANTA CRUZ)**

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**Call to Order:** Chairperson Miranda called the meeting to order at 6:03 p.m. in the Council Chambers.

**Roll Call**

Present: Chairperson Miranda, Vice Chairperson Patterson, Commissioners Escobedo-Guzman, Enriquez, Cover, and Birnbaum

Absent: Commissioner McGowen

**Presentation**

1. Santa Cruz Pride 50th Anniversary Planning

Rob Darrow, Chair of Santa Cruz Pride

**Announcements:**

Commissioner Escobedo-Guzman announced that Senderos is having their 14<sup>th</sup> Annual Latino Role Models Conference happening this Saturday, 9/14 at Cabrillo College from 9:00 a.m. to 1:00 p.m.

Commissioner Cover announced the California Coastal Cleanup at the Tannery on Saturday, 9/21 at 9:00 a.m. to 12:00 p.m.

Chairperson Miranda announced the opening celebration of an exhibit she is curating at the Sesnon, celebrating the sculptures of Doyle Foreman on Wednesday, October 9<sup>th</sup> at 5:00 p.m.

Commissioner Birnbaum announced that she is writing a piece for Visit Santa Cruz about the Arts, with the concept of “Inspiration Lives Here”, about local Santa Cruz creativity for Cultural Tourism.

**Statements of Disqualification - No action may be taken.**

None.

**Oral Communication - Audience comments not related to a General Business item.**

None.

**Approval of Minutes**

2. Approval of August 14, 2024 Meeting Minutes

Motion to approve the August 14, 2024 meeting minutes as submitted.

Commissioner Enriquez motions to approve, Vice Chairperson Patterson seconds.

Motion carried unanimously to approve the August 14<sup>th</sup>, 2024 Minutes as submitted.

Ayes: Chairperson Miranda, Vice Chairperson Patterson, Commissioners Cover, Escobedo-Guzman, Enriquez, and Birnbaum

Noes:

Absent: Commissioner McGowen

### **General Business**

3. 530 Front Street Mural Artist and Design Concept Selection Panel

Motion to appoint Vice Chairperson Patterson to the Artist and Design Concept Selection Panel with Commissioner Enriquez as backup.

Commissioner Birnbaum motions, Commissioner Escobedo-Guzman seconds.

Motion carried unanimously to approve the appointment of Vice Chairperson Patterson to the Artist and Design Concept Selection Panel with Commissioner Enriquez as backup.

Ayes: Chairperson Miranda, Vice-Chairperson Patterson, Commissioners Cover, Escobedo-Guzman, Enriquez, and Birnbaum

Noes:

Absent: Commissioner McGowen

4. SculpTour Ad Hoc Committee

Motion to form a City Arts Ad Hoc SculpTour Program Committee, appointing Vice-Chairperson Patterson, Commissioners Birnbaum, and Enriquez.

Commissioner Patterson motions, Commissioner Birnbaum seconds.

Motion carried unanimously to form a City Arts Ad Hoc SculpTour Program Committee, appointing Vice-Chairperson Patterson, Commissioners Birnbaum, and Enriquez.

Ayes: Chairperson Miranda, Vice-Chairperson Patterson, Commissioners Cover, Escobedo-Guzman, Enriquez, and Birnbaum

Noes:

Absent: Commissioner McGowen

## **Subcommittee/Project Oral Reports**

5. Ad Hoc Committee on Cultural Tourism Update - No action may be taken

Chairperson Miranda

**Information Items for Staff - No action may be taken.**

### **Adjournment**

Commissioner Escobedo-Guzman motions to adjourn, Commissioner Enriquez seconds. Motion carried unanimously to adjourn the meeting at 7:38 p.m.

**The next regularly scheduled meeting will be held on November 13th, 2024, at 6:00 p.m. in the Council Chambers, located at 809 Center Street.**

## ARTS COMMISSION AGENDA REPORT

**AGENDA OF:** November 13, 2024, 2024

**FROM:** Kathryn Mintz, Development Manager  
Development Manager City Arts Programs

**SUBJECT:** SC Pride Anniversary Signal Box Installation

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**RECOMMENDATION:** Motion to recommend up to \$16,000 funding for the SC Pride 50<sup>th</sup> anniversary traffic signal box installation and to appoint an Arts Commissioner to serve on the Artist Selection Panel.

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### Background:

At the September 11, 2024, Arts Commission meeting, Rob Darrow, Chairperson of Santa Cruz Pride (SC Pride), made a presentation about the history of the organization and the plans for celebration of the 50<sup>th</sup> anniversary. A copy of the slide presentation is attached. There was discussion at that meeting of different ways that the SC Pride 50<sup>th</sup> Anniversary could be celebrated through public art.

### Discussion:

City Arts staff met with SC Pride after the September Arts Commission meeting to identify a project that would be feasible to implement within the desired time frame and with the limited staff capacity available for support. In particular the idea of an installation of art on multiple traffic signal boxes throughout the City was appealing. The themes for art could be sharing the history of Pride in Santa Cruz, diverse viewpoints about the meaning of Pride, and celebration of the LGBTQIA+ community.

The SC Pride Anniversary Signal Box Installation was conceived with the objectives of supporting the 50<sup>th</sup> anniversary milestone in a high impact way and also revitalizing the Graphic Traffic Signal Box program in an efficient manner. SC Pride has offered, with limited City staff support, to issue a call to artists for participation and to organize an Artist Selection Panel.

This initiative will have the dual impact of celebrating a milestone in local history while significantly expanding the inventory of painted signal boxes. City staff have not administered a call for art on the signal boxes since 2017. It is thought that perhaps this traffic signal box installation may serve as a pilot for similar milestone community events in the future.

The art on traffic signal boxes has either been painted directly on the box or printed on a vinyl wrap that is then affixed to the box. The vinyl wraps have not proven to have the durability of paint directly on the box; however, that is a technology that can provide opportunity for artists who may not be able to do that. At this time the plan would be to offer both technologies with

the stipend to artists who paint on the boxes to receive a stipend of \$500 while artists proposing to use the vinyl wrap would receive a stipend of \$250. The stipend differential is driven by the extra costs that will be incurred with the vinyl wrap production and installation fees. With the cost information currently in hand, it is believed that a \$15,000 budget will be sufficient to cover ten signal boxes with art.

Along with the recommendation for project funding, the current request is for a member of the Arts Commission to serve on the Artist Selection Panel for the project. It is envisioned that this panel may meet to review the artist selection criteria and the artist proposals during a November 2024 to February time frame so that preparation and installation of the artwork may occur sometime in the spring.

Equity, Inclusivity, and Environmental Justice:

SC Pride holds the belief that Santa Cruz County has become a thriving community because of the contributions of many groups of people including LGBTQIA+ people and that LGBTQIA+ residents have thrived in Santa Cruz County because of the contributions of the broader ally community in the county. Engaging LGBTQIA+ artists to create images celebrating the contributions and historical moments in the history of SC Pride will provide them the opportunity to participate fully in the anniversary celebration and to garner more ally support within Santa Cruz.

Fiscal Impact: The estimated cost of the project is \$15,000. Staff is recommending allocation of up to \$16,000 in the event of an unanticipated expense since there has not been an installation of signal box art recently. The requested City Arts funding is available in the City Arts mural budget.

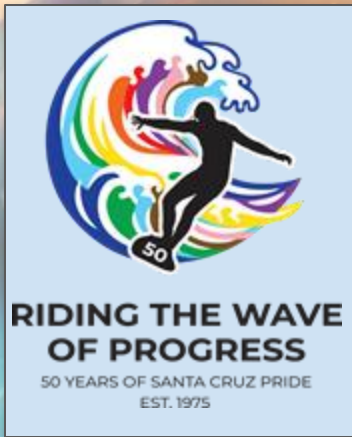
Att:

SC Pride AC Presentation 9.11.24



# **Santa Cruz Pride**

**Presentation to  
City of Santa Cruz  
Arts Commission  
September 11, 2024**



***Rob Darrow, Chair, Santa Cruz Pride***

***SantaCruzPride.org***



**RIDING THE WAVE  
OF PROGRESS**  
50 YEARS OF SANTA CRUZ PRIDE  
EST. 1975

# **Our General Belief**

**Santa Cruz County has become a thriving county because of the contributions of many groups of people including LGBTQ+ people.**

**LGBTQ+ people have thrived in Santa Cruz County because of the contributions of the broader ally community in the county.**





**RIDING THE WAVE  
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# **You are all part of Pride and the 50th Anniversary Celebration !**

***Thank you to each of you for all  
that you do to make our city  
and county a more inclusive  
and welcoming space for all !***



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# SC Pride Structure

- **Pride Board: 9 people - all volunteers**
- **The Diversity Center is our fiscal sponsor**
- **Work in partnership with groups and organizations across the county**
- **Our mission: To provide a platform for visibility and celebration of the LGBTQ+ community.**
- **Events: First Sunday in June, Queerlantis, partnerships throughout the year**



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# A Little History

- **1969: Stonewall Riots in New York. LGBTQ+ people fought back against police harassment / city laws.**
- **1970 - “Christopher Street Liberation Day” took place in New York and what was called “Christopher Street West” took place in Los Angeles.**
- **1971 was the first year the term “Pride” was used and that parades became part of the event that included New York, San Francisco, Los Angeles, and Chicago. Since then, Pride is celebrated each year in cities across the world to commemorate the Stonewall Riots.**
- **1975** (*just 4 years after the first “Pride”*), **Santa Cruz became the first smaller city to convene a Pride event in the nation - and the 4th in California after San Francisco, Los Angeles and San Diego.**



# GAY PRIDE WEEK!

SPONSORED BY THE  
LESBIAN AND GAY MEN'S UNION

THURS. JUNE 19: Potluck dinner and evening with other Bay Area gay groups. 6:00-11:00 at the Student Union Cabrillo College.

FRIDAY JUNE 20: Benefit Concert for LAGMU of Chinese Music by LOU HARRISON-BILL COMING 8:00 Women's Club 306 Mission St. Admission = 3.00

SATURDAY JUNE 21: Day of gay workshops: Movement and Body Work, Sexuality, Gay Myths, Aerobics, Cosmetics, Gay Politics, Self Defense, Sado-Masochism. Poetry readings by Paul Mariah and Diane Ramsey. The Lesbian-mothers film "Dandy and Maddy's Family" will be shown. Child-care will be provided free. The day starts at 9:30am and ends 5:00 pm. Bring a lunch. Cabrillo College Student Union.

SAT. NIGHT JUNE 21: dance with the all-woman rhythm and blues band from San Francisco called SWEET CHARIOT 9:00PM-1:00AM + LOO CABRILLO STUDENT

SUNDAY JUNE 22: Picnic at San Lorenzo Park 11:00am to Sunset. Sports, games, music: "Woody" a woman singer-guitarist from S.F. and Lu Labongola. Poetry read by Diane Ramsey, Anne Stafford, Alice Smith.

## SC Pride History

- 1975 - San Lorenzo Park Festival. Lou Harrison Concert. Tug of war across the San Lorenzo River (Men vs. Women)
- 1977 - First SC Pride parade
- Continued every year since either in San Lorenzo Park and/or downtown Santa Cruz
- 2020 - Virtual Pride during the pandemic
- 2022 - Partnership with MAH / Abbott Square / Downtown Association and others
- 2025 - 50th Anniversary



**2025 is  
the 50th Anniversary**

**Riding the Wave of  
Progress:  
50 years of  
Santa Cruz Pride**



**RIDING THE WAVE  
OF PROGRESS**

50 YEARS OF SANTA CRUZ PRIDE  
EST. 1975



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# Tentative Events

- **Kick off - First Friday - Feb. 7, 2025**
- **Pride Thursdays: March - May at various places across the county.**
- **Thurs. May 29 - Kuumbwa Music Event**
- **Fri. May 30 - LGBTQ+ History Celebration @ the MAH**
- **Sat. May 31 - Dyke Trans March / Queerlantis Drag and Dance Party**
- **Sun. June 1 - Parade and Festival**





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# Art Related Events

- **May 16 - Music Event - Cabrillo College / Santa Cruz Freedom Band / Pride Commission. Peace United Church.**
- **May 18 - Music Event - Musicworks / SC Pride commissioned music played / Lou Harrison's Birthday on May 17. Peace United Church.**
- **May 15 – Queer Artist Display at MK Contemporary Gallery through June 15**
- **May 26 - June 15. Art / LGBTQ History Displays in the MAH.**
- **May 29 (Thursday) - “A Queer Evening in May” - Musical Acts - Kuumbwa**



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# Art Related Ideas

- **Decorate Surfboards painted by artists displayed in public and business locations around the city.**
  - **Fee to Artists: @ \$300 per artist.**
  - **10 surfboards X \$300 = \$300**
  - **Big Goal: 50 surfboards.**
  - **Perhaps involve school art programs**
  - **Need: project coordinator and funding**
- **Decorate City electrical boxes**
- **Mural on wall of Diversity center on Soquel Ave.**
- **Banners around the city**
- **Special film viewing at the Del Mar, possibly in partnership with the Watsonville Film Festival in March.**

# Painted Surfboard Idea

Idea: SC Pride "Surfboard" Art Parade 2025 - Growing from Cow Parade started in 1988



Surfboards on display at Paradox (now)



Cow Parade. Chicago. 1999



Cow Parade. New York. 2021.



Bananas in Liverpool, 2008



Salmon, Alaska, 2009



Elephants in Amsterdam, 2011





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# **Your feedback and advice**

**Thank you for the opportunity to present to  
you and share collaborative ideas.**

**Rob Darrow:**

**[Robdarrow@SantaCruzPride.org](mailto:Robdarrow@SantaCruzPride.org)**



## **PROPOSED MEETING CALENDAR 2025**

*From Arts Commission By-Laws, Article VII-Meetings: The Advisory Body will hold its regular meeting on the second Wednesday of the month at least six times per year, which shall begin at 6:00 p.m. in City Council Chambers, unless otherwise noticed, and will adjourn no later than 8:00 p.m., unless the Chair, with concurrence of the Advisory Body, extends the time of adjournment.*

February 12

March 12

May 14

June 11

August 13

September 10

November 12

December 10