



## **Arts Commission**

Regular Meeting

6:00pm– Wednesday November 10, 2010

Council Chambers

809 Center Street

Santa Cruz, CA 95060

**Call to Order** –Lorri Kershner, Vice-chair

**Roll Call:** Abra Allan, Linda Bixby, Michele David, Lee Duffus, Lorri Kershner, Lin Marelick, Peter McGettigan

**Statements of Disqualification** – *No action may be taken*

**Oral Communications** – *No action may be taken*

- Jazz Alley Video

**Announcements** – *No action may be taken*

The Chair may announce and set time limits at the beginning of each agenda item.

### **Approval of Minutes**

1. Arts Commission meeting minutes of September 8, 2010

### **General Business Items**

2. Carrillo Mural

Recommendation: Consider Arts Commission letter of support towards restoring the Eduardo Carrillo mural. (Report to be provided by Betsy Anderson at the meeting)

3. Student Projects

Recommendation: Review draft proposal for student public art projects, and provide staff direction. (Report attached)

**Information Items** – No action may be taken

- **Public Art Selection Process**

**Subcommittee/ Project Oral Reports** – *No action may be taken*

- ArtWORKS 2010
- David Anderson Gift
- City Hall Art Exhibits
- Safeway Mural
- Union Street Public Art Project
- Safeway Mural
- Boardwalk Mural
- Marine Sanctuary
- Roundabouts
- Website

**Items Initiated by Members for Future Agendas** – *No action may be taken*

- Graphic Traffic RFP (January)
- Refuse Facility RFP (January)

**Adjournment** - The Arts Commission will adjourn from its regular meeting of November 10, 2010 to the next regularly scheduled meeting on January 12, 2011 at 6:00 p.m. in the City Council Chambers.

**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. 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.

***Additional Information***

Visit the City's Web Site at [cityofsantacruz.com](http://cityofsantacruz.com) with links including City Advisory Body Meeting Agendas and Minutes, advisory body information and the Santa Cruz Municipal Code. 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. 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 Parks and Recreation Department at 420-5250 at least three days in advance so that we can arrange for such special assistance. The Cal-Relay system number: 1-800-735-2922.



AGENDA REPORT  
Arts Commission

DATE: October 25, 2010

AGENDA OF: November 10, 2010  
SUBMITTED BY: Crystal Birns, Staff  
SUBJECT: Student Public Art Projects

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**RECOMMENDATION:** Review draft guidelines for student public art projects, and provide staff direction.

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**BACKGROUND:** The Public Art Program is guided by the Public Art Master Plan, adopted in 1998 and housed in the Economic Development and Redevelopment Department. While the Public Art Master Plan recommends working closely with students and with City Schools, there is not currently a formal means of processing student project inquiries. In practice, the Public Art Program has supported student public art project projects on a case-by-case basis, in particular working with Dee Hibbert-Jones at UCSC. This recommendation seeks to offer guidelines for this practice.

**DISCUSSION:** Staff recommends the Arts Commission review and consider adoption of the proposed guidelines for a trial period of one year.

**FISCAL IMPACT:** none

## **SANTA CRUZ Student Public Art Projects - GUIDELINES FOR REVIEW (Draft)**

The Arts Commission will consider student public art project proposals on a case-by-case basis. A written proposal which includes a project description, timeline, number of students involved and budget must be emailed to Crystal Birns [cbirns@cityofsantacruz.com](mailto:cbirns@cityofsantacruz.com) in advance of consideration. Projects do not need to include a design to be considered, however final approval will be contingent on an approved design. Projects must have a professional artist integrally involved throughout design and execution. If the proposal includes a budget request, that amount must be limited to materials and fabrication. Special consideration will be given to the ability to which the overall project meets Arts Commission and as well as the number of students involved.

Proposed student public art projects are evaluated on the basis of the following criteria:

### **Aesthetic Quality**

For permanent public art projects, the consideration of highest priority is the inherent quality of the work itself. Works of art should be compatible in scale, material, form and context with their surroundings. Particular attention shall be given to the context of the artwork and the manner in which it may interact with people. Projects must have a professional artist integrally involved in both design and execution.

### **Design**

Design is subject to approval by a panel including Arts Commission, City Council and representation. Design must be presented in a way that demonstrates the relationship of the artwork to the surrounding environment. Material samples should also be supplied if available. If the proposal is for a permanent artwork, drawings will need to be submitted for review by Public Works and other relevant departments.

### **Relationship to the Collection as a Whole**

The Santa Cruz City Arts Commission has a commitment to building and maintaining a diverse collection of work. Consideration will be give to whether the proposed project is compatible with the City's public art collection and with goals.

### **Site**

Will the artwork occupy an appropriate site? Is the artwork adequately scaled for the proposed site? Does the site present special obstacles?

### **Technical Specifications**

If the artwork is intended for permanent siting on City property, coordination must be made with the department responsible for the site. Consideration will be given to:

- Adjacent/surrounding site conditions
- Dimensions
- Materials
- Colors
- Power, plumbing or other utility requirements
- Construction/installation method

### **Fabrication and Installation**

Is the plan for fabrication and installation realistic?

### **Budget**

Are the projected costs accurate and realistic? Does the budget include significant community sponsorship or in-kind support?

### **Durability, Safety and Vandalism**

- How long is the material expected to last in proposed setting?

- If the project is temporary, what plans have been made for taking the artwork down?
- If the project is permanent, have seismic considerations been met? (ie: have seismic engineers reviewed drawings?).
- Is the artwork a potential safety hazard?
- What thought has been given to protecting artwork from vandalism? Will the work have a graffiti-resistant coating or can one be easily applied?

### **Maintenance and Preservation**

Maintenance of artworks accepted into the City Art Collection becomes the responsibility of the Santa Cruz City Arts Commission.

- If the artwork is permanent, what are the ongoing maintenance needs?
- Are unusual or on-going costs likely?
- Is the artwork removable if necessary?



FYI  
Arts Commission

DATE: November 2, 2010

AGENDA OF: November 10, 2010

SUBMITTED BY: Crystal Birns, Staff

SUBJECT: Month in Pictures: (from top left - Safeway Mural, ArtWORKS invite, 212 Union Street, Student Art Exhibit - photo courtesy of Lisa Rose)



The City of Santa Cruz Arts Commission invites you to a special reception

**ArtWORKS 2010**

The fourth annual awards ceremony celebrating businesses and individuals who support and build connections between the business and art communities in Santa Cruz.

This year's honorees:  
 SUSTAINING BUSINESS | Ow Family Properties  
 EMERGING BUSINESS | Hula's Island Grill and Tiki Room  
 INDIVIDUAL LEADERSHIP | Wallace Baine

**THURSDAY NOVEMBER 18, 2010** | 5:30 – 7:00pm  
 (Awards ceremony begins at 6:00pm)  
 Museum of Art and History | 705 Front Street

For information call 831-420-5157  
 or email [cbirns@cityofsantacruz.com](mailto:cbirns@cityofsantacruz.com)

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