



Arts Commission
Regular meeting
6:00 PM
Wednesday, April 9, 2014
City Council Chambers
809 Center Street
Santa Cruz, California 95060

Call to Order – Trink Praxel, Chair

Roll Call: Trink Praxel, Chair; Abra Allan, Vice-chair; Lee Duffus; Stacey Garcia; Patrick Haywood; Lorri Kershner; and Peter McGettigan.

Statements of Disqualification – *No action may be taken*

Oral Communications – *No action may be taken*

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 February 12, 2014 (Attached)
Recommendation: Motion to approve minutes as submitted and attached to this staff report letter. Commissioner L. Kershner is disqualified due to her absence at the February 12, 2014 meeting.

General Business Items

2. Approve support for Santa Cruz Dance Week as a City Arts Initiative
Recommendation: Motion to approve up to \$1,000 in City Arts Initiative funding in support of Santa Cruz Dance Week's Saturday, May 3, 2014 walking tour performances.
3. Approve partnership with Arts Council of Santa Cruz County's California Arts Council Creative California Communities Grant Application for the Ebb and Flow project
Recommendation: Motion to approve up to \$25,000 in appropriate Public Art Funds as a grant match for the Arts Council of Santa Cruz County's California Arts Council Creative California Communities Grant Application for the *Ebb and Flow Project*.
4. Approve Arts Commission Work Plan for Fiscal Year 2015
Recommendation: Motion to approve the Work Plan as submitted.

Information Items – *No action may be taken*

- Arts Manager Recruitment update

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

- CruzCal – Arts Promotion Calendar Project update

- Abbott Square
- Neighborhood Grant Program in City Manager's Office

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

Adjournment - The Arts Commission will adjourn from its regular meeting of Wednesday, April 9, 2014 to its next regular meeting at 6:00 p.m. May 14, 2014 in City Council Chambers.

ADDITIONAL INFORMATION *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 420-5030 at least five days in advance so that we can arrange for such special assistance, or email CityClerk@cityofsantacruz.com. The Cal-Relay system number: 1-800-735-2922. Visit the City's Web Site at cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, advisory body information and the Santa Cruz Municipal Code.*

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.*



E C O N O M I C D E V E L O P M E N T / S U C C E S S O R A G E N C Y

337 Locust Street, Santa Cruz, CA 95060 • 831 420-5150 • Fax: 831 420-5151 • www.cityofsantacruz.com

April 3, 2014

Oversight Board to the Successor Agency of the City of Santa Cruz
337 Locust Street
Santa Cruz, CA 95060

**ADMINISTRATIVE BUSINESS AND GENERAL BUSINESS RECOMMENDATIONS
FOR THE APRIL 9, 2014, REGULAR MEETING OF
THE CITY OF SANTA CRUZ ARTS COMMISSION**

Dear Arts Commission:

This letter serves as a comprehensive staff report to the City of Santa Cruz Arts Commission for all agenda items for the Regular Meeting on Wednesday, April 9, 2014.

Administrative Business

1. Approve Arts Commission Minutes for February 12, 2014 Regular Meeting

Recommendation: Motion to approve minutes as submitted and attached to this staff report letter. Commissioner L. Kershner is disqualified due to her absence at the February 12, 2014 meeting.

General Business

2. Approve support for Santa Cruz Dance Week as a City Arts Initiative

Recommendation: Motion to approve up to \$1,000 in City Arts Initiative funding in support of Santa Cruz Dance Week's Saturday, May 3, 2014 walking tour performances.

As a part of Santa Cruz National Dance Week a collaboration of choreographers—Cid Pearlman, Gerald Casel, Dixie Mills, Juliebeth Ingraham—as well as actors—Olivia Lehrman and RD Bolan—will lead walking tours to site-specific performances located throughout Downtown Santa Cruz. The actors will play “guides” to the tour while dancers will surprise the audience. \$1,000 is available in the City Arts Initiative budget in the current fiscal year and the proposal meets the Arts Master Plan goal of supporting temporal pieces through collaboration with several artists. The performances are also partially funded by Arts Council Santa Cruz County. Please review the attached proposal for full details.

3. Approve partnership with Arts Council of Santa Cruz County's California Arts Council Creative California Communities Grant Application for the Ebb and Flow project

Recommendation: Motion to approve up to \$25,000 in appropriate Public Art Funds as a grant match for the Arts Council of Santa Cruz County's California Arts Council Creative California Communities Grant Application for the *Ebb and Flow* Project.

On March 26, 2014, Economic Development Director Bonnie Lipscomb and Arts Commissioner Chair Trink Praxel co-signed a letter of support addressed to the California Arts Council stating that the Arts Commission would formally take action on April 9, 2014 in support of the Arts Council of Santa Cruz County's grant application. The grant application proposes a project titled *Ebb and Flow*, aiming activate the River Walk (i.e. San Lorenzo River Levee) with temporary visual and performing art programming, which is consistent with the proposed Arts Commission Work Plan for Fiscal Year 2015. Financial support up to \$25,000 can be allocated from the Water Public Art Fund to provide the match for the grant should the Arts Council's application be approved.

4. Approve Arts Commission Work Plan for Fiscal Year 2015

Recommendation: Motion to approve the Work Plan as submitted.

The Work Plan Sub-committee of Chair Trink Praxel, Vice-chair Abra Allen, and Commissioner Lorrie Kersher, lead a workshop at the February 12, 2014 Arts Commission Meeting, discussing accomplishments so far in 2014 and project goals for Fiscal Year 2015 and beyond. Staff provided current fund balances for Public Art funds as well as City Arts Funding under Economic Development so the Work Plan for Fiscal Year 2015 could set realistic project and program goals while considering the capacity of funding, staff, and commissioners.

Continuing projects include ongoing support for SculpTour, Graphic Traffic Boxes, Resource Recovery Center Artist in Residence Pilot Program, Abbott Square Entryway, CruzCal Events Calendar Hub, Water Data Visualization Public Art, Tannery Arts Center Performance Theater, and the Civic Auditorium Renovation Project. Potential new projects include considering public art at the Beach Roundabouts, furthering community collaborations, Ocean Street public art, Arts District research and proposal, and updating the Arts Master Plan.

The attached Work Plan provides bullet-list details including proposed budget amounts and funding source for those projects requiring funding beyond staff time.

Sincerely,


J. Guevara
Economic Development Manager



Arts Commission
Regular meeting
6:00 PM
Wednesday, February 12, 2014
City Council Chambers
809 Center Street
Santa Cruz, California 95060

ACTION MINUTES

(Minutes are not official until approved)

Call to Order – Trink Praxel, Chair

Roll Call:

Present: A Allan, L Duffus, S Garcia, P Haywood, P McGettigan, and T Praxel.

Absent: L Kershner

Staff: J Guevara, Redevelopment Manager, J Mellor, Administrative Assistant II

Guests: Danielle Williams

Statements of Disqualification – None

Oral Communications – None

Announcements – None

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

Approval of Minutes

1. Arts Commission meeting minutes of January 8, 2014 (Attached)

Action: Motion by L Duffus, seconded by A Allen to approve Arts Commission meeting minutes of January 8, 2014.

Ayes: A Allen, L Duffus, S Garcia and P Haywood

Nays: 0

Absent: L Kershner

Disqualification: P McGettigan and T Praxel

General Business Items

1. Go As A River Special Event Permit Sponsor Request

Recommendation: No recommendation.

Action: After a discussion between creator of *Go As A River* Danielle Williamson and the Arts Commission, it was decided that it is too early in the project's timeline for the Commission to endorse this exhibition to City Council. Motion by P Haywood, seconded by S Garcia to ask Danielle Williamson to return to the next scheduled Arts Commission Meeting for further discussion and to update the Commission on the application process.

Ayes: A Allen, L Duffus, S Garcia, P Haywood, P McGettigan and T Praxel

Nays: 0

Absent: L Kershner

Disqualification: 0

2. Workplan FY 2015 Workshop

Recommendation: No recommendation.

Action: There was no formal action taken on this item; it will be brought back to the Commission at the next scheduled meeting for action. There was extensive discussion on the list of Continuing Projects and Potential New Projects for FY 2015, and 3 sub-committees were formed for the Potential New Projects: The Roundabouts sub-committee is comprised of P Haywood and L Kershner, the Ocean Street Area Plan sub-committee is comprised of L Duffus and S Garcia, and the Arts District sub-committee is comprised of A Allen and T Praxel.

Information Items – No action may be taken

- J Guevara informed the commissioners that there were no new updates on the % for the Arts Preliminary Calculations.
- J Guevara informed the commissioners that there were no new updates on the Bylaws change.
- J Guevara provided commissioners an update on the current progress of the Arts Manager Recruitment.

Subcommittee/ Project Oral Reports – No action may be taken

- Commissioner P Haywood provided an update on the Resource Recovery Facility – Artist in Residence, noting that this has been put on hold based on staff recommendation until the Arts Program Manager position can be filled.
- J Guevara updated commissioners about the status of the Event Calendar, noting that this project is currently on hold based on staff recommendation.
- Commissioner S Garcia provided an update on Abbott Square, noting that the committee is in the process of narrowing down proposals.
- Chair T Praxel provided an update on the Water Data Visualization project, noting that there is no staffing for moving this project forward at the time, and it has been put on hold.
- Commissioner S Garcia provided an update on the Beach Flats Mural, noting that artist Mariah Roberts is working on this project involving the Beach Flats community, and has an installation deadline of June 2014.
- Chair T Praxel provided an update on SculpTOUR, noting the commission's desire to maintain the quality of the program and clarify the program's workings for prospective artists.
- There was discussion during the Workplan FY 2015 Workshop leading to the creation of a sub-committee of P Haywood and L Kershner to focus on the Roundabout project.

Items Initiated by Members for Future Agendas – None

Adjournment - The Arts Commission will adjourn from its regular meeting of Wednesday, February 12, 2014 at 8:05 p.m. to its next regular meeting at 6:00 p.m. March 12, 2014 in City Council Chambers.

ADDITIONAL INFORMATION *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 420-5030 at least five days in advance so that we can arrange for such special assistance, or email CityClerk@cityofsantacruz.com. The Cal-Relay system number: 1-800-735-2922. Visit the City's Web Site at cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, advisory body information and the Santa Cruz Municipal Code.*

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National *Dance Week* Santa Cruz



Project Summary

National Dance Week Santa Cruz will be presenting a walking tour of up to five site-specific dance pieces in the Downtown area on Saturday, May 3rd from 1:00-4:00pm. National Dance week will be working in collaboration with established choreographers, Cid Pearlman, Gerald Casel, Dixie Mills, Juliebeth Ingraham, as well as Olivia Lehrman and RD Bolan, actors that will play “guides” to the tour. Please see biographies of core artists on second page.

Funds Requested

\$1,000

Site-Specific Dance, Defined

Site-specific dance refuses the confines of a concert stage. From sidewalks to airports, bridges to buildings, choreographers are reshaping our conventional notions of performance. When a dance piece is conceived in relation to a particular place (and is therefore “site-specific”) the location becomes as much a part of the performance as the dancer’s body. Brought out into the world, dance expands its imaginative repertoire, engages with new audiences, and helps reinvigorate a sense of communal space.

National Dance Week Santa Cruz

Each year at the end of April, over 75 communities celebrate National Dance Week, to “celebrate the benefits and beauty of dance and its ability to enrich our lives, our bodies, our spirits and our culture.” *National Dance Week Santa Cruz, in it’s seven years*, has become a centerpiece of the local dance community , showcasing all forms of dance and encouraging participation in and appreciation of dance. Partnering with several dance studios and instructors, plus hundreds of performers and thousands of attendees, National Dance Week is a one of a kind, Santa Cruz experience. National Dance Week is supported by the Arts Council of Santa Cruz County and Dancer’s Group San Francisco.





Gerald Casel is Artistic Director of GERALDCASELDANCE and Assistant Professor of Dance at University of California Santa Cruz. Casel holds a BFA from The Juilliard School and an MFA from University of Wisconsin-Milwaukee assisted by the Advanced Opportunity Program Fellowship. He received a New York Dance and Performance Award “Bessie” for Sustained Achievement for dancing in the companies of Stephen Petronio, Lar Lubovitch, Zvi Gotheiner and Stanley Love. He has served on the faculties of Cal State Long Beach, Palucca Hochschule für Tanz Dresden and NYU Tisch School of the Arts where he was awarded the David Payne Carter Award for Teaching Excellence. www.geraldcaseldance.com



Cid Pearlman's work has been presented by numerous venues including Joyce SoHo (New York City), Kanuti Gildi SAAL (Tallinn, Estonia), the Getty Center (Los Angeles), Theater Artaud (San Francisco) and the Museum of Contemporary Art (San Diego). From 1991-1999 Cid was the artistic director of San Francisco's critically acclaimed Nesting Dolls. In 1999 she relocated to Los Angeles, establishing herself as an independent choreographer and producer. Her most recent collaborations have been with composers Joan Jeanrenaud, formerly of Kronos Quartet, and Jonathan Segel of Camper Van Beethoven. In addition to her own works, Cid has choreographed for film, opera and theater. Her evening length dance, “High Fall,” won the 2002 Lester Horton Award for Visual Design, and 2006's “small variations” was nominated for two Horton Awards.

Cid was a Fulbright Scholar in Estonia, teaching at Tallinn University and collaborating with Estonian dance artists.

Her work has received support from the Fulbright Program of the U.S. Department of State, the Djerassi Resident Artist Program, the Los Angeles County Arts Commission, the San Francisco Art Commission, the Zellerbach Family Fund, the Walter and Elise Haas Fund, the American Composers Forum and the Arts Council Santa Cruz .



Dixie Mills moved to Santa Cruz two and a half years ago, produced *FREE BEER: A Dance Concert* at The 418 Project in 2011, and founded the directed the first Santa Cruz Fringe Festival in 2012. Locally her work has also been seen at the Crocker Theater, Motion Pacific, and National Dance Day events. Dixie is thrilled to be asked to be the Artist in Residence at The 418 Project, and *Falling Up* comes entirely from this residency program. From 2000-2010 Dixie worked under the name Dixie Fun Dance Theatre in New York City, performing at Dance New Amsterdam, DTW (now NY Live Arts), PS122, Joe's Pub, Symphony Space, Joyce SoHo, Dancenow/NYC Festival, La MaMa, Bat Theater, HERE

Arts Center, 92nd Street Y, BAX, WAX, Dixon Place and more. Dixie has also performed at Teatro dell'Elfo in Milan, Teatro Annibal Caro in Civitanova Marche, Italy, at the Gilded Balloon in the Edinburgh Fringe Festival, Studio 303 in Montreal, at the Philadelphia Fringe Festival (now Live Arts Festival), Minnesota Fringe Festival, Boulder International Fringe Festival, and Atlanta's First Glance Festival. Dixie also runs the Embody Pilates Teacher Training Program in San Jose, and is the mother of three amazing children.

National Dance Week Santa Cruz:

National Dance Week is a fabulous annual festival that supports the arts and artists in Santa Cruz. It's good for the economy, great for downtown, and a creative way to bring the vibrant dance community of Santa Cruz into the public eye.

-Crystal Birns, Arts Program Manager for the City of Santa Cruz

Abra Allan has created an event that truly shows off our vibrant Santa Cruz dance community. National Dance Week allows exposure for these dancers in a vast arena that most would not have the ability to tap into on their own. During National Dance Week, we the teachers, choreographers, and dancers, get to experience all together the attention of our community for our art form... the very thing that gives us life, we get to share with people who otherwise may never have seen what we do.

- Sara Wilbourne, Dancer, Choreographer and Arts Administrator

National Dance Week brings an array of unique and incredible performances along with great, positive energy and experiences enjoyed by the community at large; children and adults, dancers and audiences, business owners and customers enjoy and benefit from the exciting events surrounding National Dance Week in our downtown. It is truly a special and cherished event that enlivens our downtown every year.

-Emily Bernard Coonerty, President of the Board of Director for the Santa Cruz Downtown Association.

As a local and independent business in the downtown Santa Cruz area, one of our goals is to push hard to bring customers, and a positive image, to our downtown area without the same budget a national chain store might have.

National Dance Week is one of those annual events that supports this goal. I have been involved as a volunteer with National Dance Week for the last 6 years, and it has become such a wonderful community cultural event in our downtown business area! It brings waves of people, dancers and families, all dining, shopping, browsing our main street, and visiting dance studios. It is such a positive impact on our downtown economy. I support this event every year, and hope it continues to thrive with the support it deserves!

-Sonja Brunner, General Manager of Old School Shoes



E C O N O M I C D E V E L O P M E N T / S U C C E S S O R A G E N C Y

337 Locust Street, Santa Cruz, CA 95060 • 831 420-5150 • Fax: 831 420-5151 • www.cityofsantacruz.com

March 26, 2014

California Arts Council
Creative California Communities Panel
1300 I Street, Suite 930
Sacramento, CA 95814

Dear Panel Members,

At its April 9, 2014 meeting, the City of Santa Cruz Arts Commission, a part of the City's Economic Development Department, will consider a proposal from its Chair and Vice-Chair for the Commission to participate as a partner in the Santa Cruz County Arts Council's Creative California Communities grant proposal for a San Lorenzo River Arts project. Approval is almost certain given that the goals of the project align directly with the goals of the Commission's 2015 Work Plan to "work with community organizations to enliven the River Walk with temporary visual and performance art."

The Arts Commission and staff will provide expertise in the development of permanent and temporary public art projects, both visual and performance based. Commission members will serve on the project committee and provide general support to project activities. City of Santa Cruz staff will also participate as needed to support the commission members' efforts and to serve as liaison between the project and the City Water and Public Works Departments for coordination of approvals and activities along the river levee.

The Commission will also recommend City Council's approval of providing matching funds for the project of up to \$25,000 from the City's public art funds.

We strongly encourage your consideration of this project grant proposal.

Sincerely,

Bonnie Lipscomb
Director of Economic Development

Trink Praxel
Arts Commission Chair



Ebb & Flow River Arts Project

PROJECT THUMBNAIL

Unlikely partners will unite to transform the community's relationship with the San Lorenzo River and the Tannery Arts Center through the Ebb & Flow River Arts Project, a yearlong collaborative arts and educational initiative culminating in a Kinetic Sculpture Parade & River Festival. The Project will spark a movement that builds constituencies for the Tannery campus and the river, elevates water literacy, inspires hubs of economic activity, and strengthens cross-sector relationships.

PROJECT NARRATIVE

Arts Council Santa Cruz County, San Lorenzo River Alliance, Tannery Arts Center, City of Santa Cruz Water Department, City of Santa Cruz Arts Commission, and Tannery World Dance & Cultural Center will unite to create the Ebb & Flow River Arts Project. This celebration of the San Lorenzo River and Tannery Arts Center will activate the river and inspire impassioned stewards; energize the Tannery and help alleviate campus challenges; create economic engines through use of the river and campus; and increase water literacy.

In the late 1800's, the most anticipated annual Santa Cruz event was the San Lorenzo Venetian Water Festival. Four days of celebration included dancing on a temporary pavilion, swimming, and a parade featuring lavishly decorated boats. The river was beloved as the lifeblood of the city. This project harkens back to that rich history.

The San Lorenzo River flows next to the Tannery Arts Center and through the heart of downtown Santa Cruz; it is the historic and environmental heart of the city and its primary water source. But the community is both figuratively and literally cut off from the river by levees, creating a separateness that supports criminal behavior. The City has recently refocused goals to draw more activity to the River Walk to engage greater use, increasing safety and economic impact.

In this extended drought, the river's flow is significantly reduced and insufficient to meet long term water needs. The community is currently debating ways to solve our water supply issues. To support these discussions, we must build a common "water literacy" about our water system.



Ebb & Flow River Arts Project

The Tannery Arts Center (TAC) occupies the former site of the historic Salz Tannery along the San Lorenzo River. A project of the City of Santa Cruz and Artspace, TAC is a uniquely comprehensive center that supports artist live-work housing, 25,000 sq. feet of commercial studio space, the Arts Council office, and by 2015, a performing arts center.

However, located in an industrial area between the river and the Homeless Service Center, it is challenged by safety issues and negative perceptions that inhibit its potential as a hub for community gatherings and economic activity.

The Ebb & Flow River Arts Project will bring together a powerful coalition of partners to transform perceptions and activate these areas. The project will include:

- Co-created water-themed sculptures at the Tannery
- Educational programs co-led by artists and subject experts to explore river-related issues
- Community builds of temporary art installations along the River Walk
- A Kinetic Sculpture Parade & Festival along the San Lorenzo River on June 6th, 2015, which will culminate at the campus.

Artist Kathleen Crocetti will lead a team to create Ebb & Flow, a large sculptural fountain which delights and informs the community about water resources and serves as an entry to the Tannery. The scope includes building a water catchment system with a spill-way to the Tannery Garden. Large planters lining the residential buildings will also be covered with water inspired mosaics, created by artists, children, and the community.

The Water Department and River Alliance will present a series of educational programs on the many roles the river plays in our community. Throughout the year, the Arts Council and Commission will coordinate five community projects co-led by artists and subject matter experts to explore river-related issues and create temporary art installations along the River Walk.

The Kinetic Sculpture Parade & Festival will feature work by Tannery and community artists who will design sculptures that will parade down the San Lorenzo River or the River Walk. The route will cover five access points, each of which will be hosted by a partner with informational booths, live music, and temporary public art. The Parade will end at the Tannery, where festivalgoers will enjoy music, artmaking, food, and the unveiling of the Ebb & Flow sculptures. The Tannery World Dance Center will premiere a performance with a water awareness theme.



Ebb & Flow River Arts Project

All project partners will collaborate on messaging and marketing, and participate at the event. The Arts Commission will contribute \$25,000 in funding.

The Project will introduce the river and the campus to thousands of residents and visitors, transforming perceptions of both. There will be significant cross-pollinating of audiences, engaging the environmental population in the arts and arts audiences in a celebration of the river. It will be used as leverage to encourage the creation of friendlier policies for the river use, to drive participation and economic activity. Similarly, the Tannery will be revealed as an appealing location to host events, bring visitors, and take classes. The project will help the campus, as a location already repurposed from a crime-ridden abandoned tannery to a beautiful arts center, realize its potential to be a major hub of cultural tourism and economic activity.

City of Santa Cruz Arts Commission

Work Plan Fiscal Year 2015

CONTINUING PROJECTS:

SculpTOUR

- Remove 3 sculptures to install Marilyn Mackenzie piece
- Replace Peter Hansen sculpture and extend all other contracts
- Update program guidelines and formal application process
- Potentially hire a curator
- Approximately \$5,000 budgeted from General Public Art funds in FY 2014
- **Budget \$5,000 from City Arts Initiatives in FY 2015**

Graphic Traffic Boxes

- **No activity in FY 2014. Approximately \$1,000 budgeted from General Public Art funds in FY 2014**
- Budget \$1,000 from City Arts Initiatives in FY 2015

Resource Recovery Center Artist in Residence Pilot Program

- Initiate program and evaluate first year
- **Budget \$20,000 from Refuse Public Art Enterprise Funds in FY 2014**

Abbot Square Entryway

- Need to update plans.
- **\$10,000 included in City Arts budget in FY 2014; not yet spent**

CruzCal Events Calendar Hub

- Develop centralized events calendar aggregator and hub for community use
- Collaborate with Arts Council for beta-testing and conducting community trainings
- Partner with Cruzio for donated server space for CruzCal running install of Open Source Calagator
- \$24,000 included in City Arts budget in FY 2014; not yet spent.
- \$25,000 contract with Modern Tribe, Inc. to develop iCal Feed importer for Events Calendar plugin for WordPress
- **Budget \$33,500 for the complete budget**

Water Data Visualization

- Project to visually communicate Water Department information
- Suspended due to current ED and Water Department workloads and capacity
- **\$25,000 to be budgeted from Water Public Art Enterprise fund**

Continued Support for Other City-Managed Arts Projects:

- Tannery Theater Project
- Civic Renovation Project

POTENTIAL NEW PROJECTS:

Beach Area Roundabouts

- Define and initiate new project if Wharf Roundabout is ready to be built and if sufficient public art funds are available from an eligible fund

Community Collaborations and Partnerships

- Collaborate with local organizations to present temporal visual or performing art projects
- Update program guidelines and formal application process
- Support City Council's focus on the Riverwalk with temporary projects
- [Partner with Arts Council on grant proposal to California Arts Council Creative Communities for Ebb and Flow river project/festival with commitment of \\$25,000 in Water Public Art funds as match](#)

Ocean Street

- Consider appropriate timing for Ocean Street Public Art.
- New area plan states:
"A new, distinctive work of public art, designed by a local artist, will be installed near Highway 17 to welcome visitors to the city. It will include thematic elements that relate to Santa Cruz's unique natural and built environment."

Arts District

- Work with Planning Department to develop an Arts District program in the Downtown area

Update Arts Master Plan

- Once the Arts Program Manager position is filled and acclimated, begin five-year update to the plan to report on progress and refocus goals

Public Art Cash Flow Projections

	313 Gen Fund CIP/Admin	714 Water	724 Waste Water	734 Refuse	742 Parking	753 Storm Water	762 Golf	City-Wide Totals
As of 2/28/14:								
Current cash balance	(21,971)	249,278	35,806	33,219	2,152	13,362	3,306	315,152
FY 14 & FY 15 transfers	17,399	66,569	15,562	914	4,571	2,330	0	107,345
25% admin transfer	22,486	(16,642)	(3,890)	(228)	(1,143)	(583)	0	0
Work Plan Proposed uses	0	(25,000)	0	(25,000)	0	0	0	(50,000)
Proposed cash available	17,914	274,205	47,478	8,905	5,580	15,109	3,306	372,497

City Art Project Budgets

	a511302 Program Mgmt	a511303 Promotion	a511304 Murals	a511401 Initiative	Totals
As of 2/28/14:					
Current budget balance	21,836	13,500	27,400	20,599	83,335
Proposed FY 15 increases	0	20,000	30,000	10,000	60,000
Work Plan Proposed uses	(21,836)	(25,000)		(16,000)	(62,836)
Proposed budget available	0	8,500	57,400	14,599	80,499