



**Arts Commission**  
Regular meeting  
6:00 PM  
Wednesday, June 11, 2014  
City Council Chambers  
809 Center Street  
Santa Cruz, California 95060

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**Call to Order** – Trink Praxel, Chair

**Roll Call:** Trink Praxel, Chair; Abra Allen, Vice-chair; Lee Duffus; Stacey Garcia; Patrick Haywood; Lorrie Kershner; and Peter McGettigan

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

**Additions and Deletions** – *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 April 9, 2014 (Attached)  
Recommendation: Motion to approve minutes as submitted. Commissioners L. Duffus and S. Garcia are disqualified due to their absence at the April 9, 2014 meeting.

### **General Business Items**

2. Abbott Square update to Arts Commission  
No action required.
3. Santa Cruz Music Festival Presentation  
No recommendation.
4. Civic Auditorium Project update  
No action required.
5. Food Love Mural at 504 Front Street  
No recommendation
6. FY2015 Work Plan and Subcommittees  
Recommendation: Motion to confirm or change existing subcommittee appointments as needed, and to assign new subcommittees to the remaining Work Plan projects.

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

- Arts Manager Recruitment update.

- Arts Commission Bylaws change – sign bylaws update
- AB1234 and City Council ethics training
- Economic Development's City Council Budget Presentation

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

- CruzCal – Arts Promotion Calendar Project
- SculpTOUR
- Beach Flats Mural
- Neighborhood Grant Program

**Items Initiated by Members for Future Agendas – None**

**Adjournment** – The Arts Commission will adjourn from its regular meeting of Wednesday, June 11, 2014 to its next regular meeting at 6:00 p.m. September 10, 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](mailto:CityClerk@cityofsantacruz.com). The Cal-Relay system number: 1-800-735-2922. 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.*

**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

June 5, 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 JUNE 11, 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 actionable agenda items for the Regular Meeting on Wednesday, June 11, 2014.

**Administrative Business**

1. Approve Arts Commission Minutes for April 9, 2014 Regular Meeting

**Recommendation:** Motion to approve minutes as submitted and attached to this staff report letter. Commissioners L. Duffus and S. Garcia are disqualified due to their absence at the April 9, 2014 meeting.

**General Business**

2. Abbott Square Update from the Museum of Art and History

**Recommendation:** No recommendation.

On behalf of the Museum of Art and History, Crystal Birns will provide updates regarding the progress of Abbott Square planning and grant status.

3. Second Annual Santa Cruz Music Festival

**Recommendation:** No recommendation.

The Second Annual Santa Cruz Music Festival requests sponsorship funding for its October 10-11, 2014 event, featuring over 100 various acts on eleven stages with free and paid options, to take place at seven different venues in Downtown Santa Cruz. Thomas Dawson will provide



more information on the sponsorship opportunity. More details about the festival are attached in the full agenda packet.

4. Civic Auditorium Renovation Planning Update

**Recommendation:** No recommendation.

Arts Council Santa Cruz County Grants & Technical Assistance Manager Jim Brown will provide an update on the status of the Civic Auditorium Renovation Planning resulting from the ongoing work of the Civic Planning Leadership Team and consultant ELS Architecture and Urban Design. Potential designs range from basic maintenance to upgrading the Civic Auditorium to a full-fledged Performing Arts space.

5. Food Love Mural at 504 Front Street

**Recommendation:** No recommendation.

Andrea Mollenauer, owner of the Front Street Kitchen and Lifestyle Culinary Arts, proposes a new mural celebrating the love of food. Based upon artwork by M. Sophia Santiago, Front Street Kitchen plans to hire Elijah Pfothenauer with a team of community volunteers to install the mural. Front Street Kitchen seeks input and support from the Arts Commission but is not requesting funding through the Mural Matching Grant Program. Staff does not believe the content of the mural triggers a need for a design permit under Municipal Code 24.08.540 §2 Public Art Exception Procedure, Murals.

6. FY2015 Work Plan and Subcommittees

**Recommendation:** Motion to confirm subcommittee appointments as listed in the attachment, and to assign new subcommittees to the remaining Work Plan projects.

On April 9, 2014 the Arts Commission approved its FY 2015 Work Plan and formed subcommittees to advance individual projects, programs, and research. On May 28, Economic Development presented the Work Plan to City Council as a part of the FY 2015 Budget Hearing Process. In preparation for the final budget approval on June 24, 2014, staff recommends re-confirming subcommittee members and forming additional subcommittees to start research and steps in preparation for the September 10, 2014 meeting.

Sincerely,



J. Guevara

Economic Development Manager



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

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## **ACTION MINUTES**

(Minutes are not official until approved)

**Call to Order** – Trink Praxel, Chair

### **Roll Call:**

Present: T Praxel, A Allen, P Haywood, L Kershner, P McGettigan

Absent: S Garcia, L Duffus

Staff: J Guevara, Economic Development Manager, J Mellor Administrative Assistant II

Guests: Dixie Mills

**Statements of Disqualification** – A Allen disqualified herself from General Business Item 2.

**Additions and Deletions** – J Guevara announced that the Neighborhood Grant Program was added to Subcommittee/Project Oral Reports section on Monday April 7th.

**Oral Communications** – T Praxel shared an invitation to the event “Arts and the Economy, Come Be Inspired” with the Commission.

J Guevara shared an informational sheet from the CALED Seminar detailing the California Arts Council Grant Opportunities and Research and Reports resources.

**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 February 12, 2014 (Attached)*

Action: Motion made by P Haywood, seconded by A Allen 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.

Ayes: T Praxel, A Allen, P Haywood, P McGettigan

Nays: 0

Disqualification: L Kershner

Absent: S Garcia, L Duffus

### **General Business Items**

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

Action: Motion made by L Kershner, seconded by P Haywood 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. AMENDMENT: This is passed with the provision that the Commission will "step-back" and examine the grant process for future potential projects and events.

Ayes: T Praxel, P Haywood, L Kershner, P McGettigan

Nays: 0

Disqualification: A Allen has disqualified herself due to potential conflict of interest.

Absent: S Garcia, L Duffus

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

Action: Motion by P McGettigan, seconded by L Kershner 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*.

Ayes: T Praxel, A Allen, P Haywood, L Kershner, P McGettigan

Nays: 0

Disqualification: 0

Absent: S Garcia, L Duffus

4. Approve Arts Commission Work Plan for Fiscal Year 2015

Recommendation: Motion by A Allen, seconded by P McGettigan to approve the Work Plan as submitted.

Ayes: T Praxel, A Allen, P Haywood, L Kershner, P McGettigan

Nays: 0

Disqualification: 0

Absent: S Garcia, L Duffus

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

- J Guevara provided an update about the Arts Manager Recruitment.

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

- J Guevara provided an oral report on the CruzCal – Arts Promotion Calendar Project during General Business Item 4.
- J Guevara provided an oral report on Abbott Square.
- J Guevara provided an oral report on the Neighborhood Grant Program from the City Manager's Office.

**Items Initiated by Members for Future Agendas – None**

**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](mailto:CityClerk@cityofsantacruz.com). The Cal-Relay system number: 1-800-735-2922. 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.*

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Respectfully submitted:

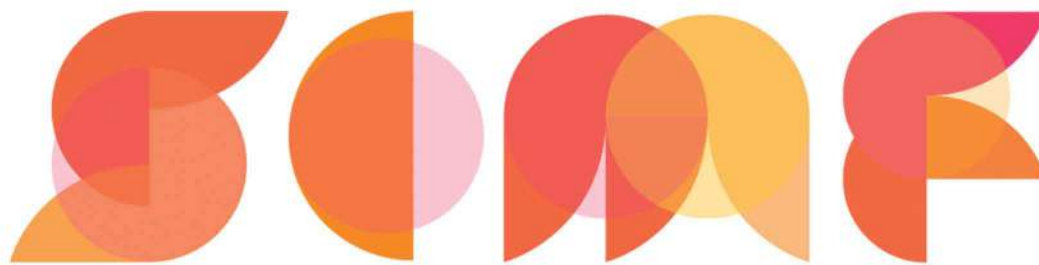
Approved for Arts Commission:

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Staff

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Chair



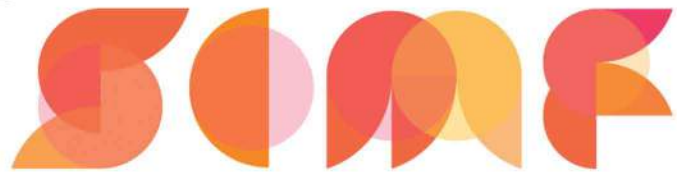
Santa Cruz Music Festival 2014

October 10 - 11, 2014

2014 SPONSORSHIP OPPORTUNITIES



# MUSIC + ART + PEOPLE



Santa Cruz Music Festival 2014

## **Santa Cruz Music Festival is pleased to announce its 2014 return!**

Santa Cruz's first multiple-venue music festival will be expanded to two days: Friday, October 10, and Saturday, October 11.

The Festival's inaugural year was a clear success. SCMF activated Downtown Santa Cruz with more than 92 hours of entertainment at both paid and free venues, engaging seven venues on Pacific Avenue and presenting more than 100 performing acts. More than 2000 patrons attended shows, and local businesses reported record receipts.

The Festival's first year confirmed that Santa Cruz is an ideal location for this type of festival. The city has an established art and music culture. Its vibrant downtown area supports several music venues, which are set amidst a mix of independent and eclectic restaurants, bars and retail shops. The area's enduring place in the California beach culture completes the backdrop.

In 2014, organizers aim to grow the Festival in size and quality. This includes the addition of a Friday Night Pre-Event focusing on comedy and music. The active support of sponsors is important to SCMF's future. Your sponsorship of SCMF will help provide the means to expand the talent and scale, making it into an even better representation of Santa Cruz's cultural scene.

Sponsoring SCMF presents a strategic opportunity for businesses to associate themselves with the active lifestyles of the region's vibrant youth culture. As detailed in this package, Sponsors will receive more than six months of advertising in print and social media, as well as on-site promotion during the Friday Night Pre-Event and the Saturday Main Event.



# SANTA CRUZ MUSIC FESTIVAL

SCMF came into existence as the brainchild of two good friends, Thomas Dawson and Brian Crabtree, who work together in the Santa Cruz music scene. The idea first sparked in 2012 during a trip to the big South By Southwest music festival in Austin, Texas. There, the two were struck by the vast scale of that festival, delivered by such a seemingly small metropolitan area. They were deeply impressed to see an entire street of unrelated businesses—an entire city, actually—work in unison to support a wide variety of local, touring and national artists. And they saw it paid off for Austin: Today South By Southwest cements Austin's place as the music capital of Texas.

Upon returning home the friends partnered Bubb Rader, the three recognized that Santa Cruz, and its unique downtown provided the right conditions to start a music festival of its own. They knew the eclectic flavor, beautiful scenery and colorful history of Santa Cruz would make such an event distinctive. As both of them had worked in the local music scene for some time, they started from the ground up. Taking a cue from Austin, they used their connections to develop support from local businesses, music venues, community leaders and law enforcement. At the same time, they set to work attracting local and national touring musicians, comedy acts, and spoken word performers.

A little over a year later, on July 20th amount of sheer determination, SCMF delivered over 100 acts on 11 stages at seven venues in downtown Santa Cruz. The independence and freshness of the Festival resonated with the community, making it a success. Between its noon start and its 1:30 a.m. close, the venues hit their maximum capacities, as thousands came downtown to participate.

The success of 2013 proved in the city's ability and willingness to support a music festival, but in all reality we only scratched the surface of what SCMF could become. Expanding to more venues and attracting higher-profile artists are all part of the founders' vision for 2014 and beyond.



# MISSION

**SCMF 2014 seeks to involve and inspire both local and national talent for a day of music in downtown Santa Cruz.**

## SCMF 2014 PROJECTIONS

### FRIDAY

#### Pre-Event

7PM to 1AM

Independent Tickets

40+ Hours of Entertainment - 50+ Acts

#### Venues:

The Catalyst Club, The Blue Lagoon  
& 418 Project.

#### Multi-Venue Comedy Event

5+ Free Events/Venues

All Ages / 21+ Events

+Special Events

### SATURDAY

#### Main Event

2PM to 1AM

Universal Wristband

100+ Hours of Entertainment - 100+ Acts

#### Venues:

The Catalyst Club, Motiv, The Blue Lagoon,  
Ritten House & The 418 Project

#### Music, Comedy & Spoken Word

5+ Free Events/Venues

All Ages / 21+ Events

+Special Events





# AREA OF IMPACT

## PACIFIC AVENUE MALL - DOWNTOWN SANTA CRUZ

Many people would agree that Downtown Santa Cruz is a unique and wonderful place, but if you asked a dozen people what is so special about it, you would likely get well more than a dozen different answers. Some would tell you that the mix of over 100 one-of-a-kind shops with many of the big name stores you know and love, makes for one of the most exciting shopping experiences anywhere... But don't forget about the world class music scene, with more amazing sub-genres than you ever knew existed. A nod must go to the wealth of local artists showcased throughout Downtown each month as part of the First Friday Art tour."

- DOWNTOWNSANTACRUZ.COM

### SCMF 2013 STATISTICS AND DETAILS

#### VENUES

7 VENUES (11 STAGES)

#### ARTISTS

#### PAID STAGES

92 HOURS OF ENTERTAINMENT

102 TOTAL ACTS

THE CATALYST CLUB (16+)

MOTIV (21+)

11 NATIONAL ACTS

BLUE LAGOON (21+)

91 NON-NATIONAL ACTS

KUUMBWA JAZZ CENTER (ALL AGES)

63 LOCAL SANTA CRUZ AREA ACTS

10 COMEDIANS

#### FREE STAGES

ROSIE MCCANN'S (ALL AGES)

WOODSTOCK'S PIZZA (ALL AGES)

STREETLIGHT RECORDS (ALL AGES)

COMEDY STAGE (ALL AGES)

SC PUBLIC LIBRARY STAGE (ALL AGES)

#### PROVIDED TO ARTISTS

VENUE

BACKLINE

SOUND & LIGHTING



*GOOD TIMES*

PRESENTS

07 | 20

SGMF

2013

EMANCIPATOR

THE COUP / MINNESOTA / GEOGRAPHER  
SAGE FRANCIS / BUDDY WAKEFIELD / GETTER / PUMPKIN  
MIDI MATILDA / ROADKILL GHOST CHOIR / BIG BLACK DELTA

JOHN BEAVER • ELIQUATE • PIRATE + SMASHELTOOTH • BOOTS RILEY • THE COFFIS BROTHERS • TESS DUNN  
ANCESTREE • LITTLE JOHN • FORREST DAY • SAM F • BOOSTIVE • THE MCCOY TYLER BAND • RUDEBRAT • TATER  
FAMINE • CLARK KENT • POUNDERS • TONESOL • GUR • INSIGHTFUL • DROP BEAR • MOON CADILLAC • DANE  
JOURAS • REDLIGHT DISTRICT • JESUS AND THE RABBIS • DEWEY AND THE PEOPLES • RUBY SPARKS • REC  
LEAGUE • SOLWAVE • ZAGGASaurus • LUCXKE • PLANET BOOTY • RUBBER LEGS + DJ HERSH • VULTURES AT  
ARMS REACH • DIVADANIELLE • JUST BREATHE • MAGIC BRONSON • ILLUSION OF SELF • 3UPFRONT • RICK WAREHEIMER  
ARDEN PARK ROOTS • A-FOX • THEM GUNS • JUSTIN WEISBER • DJ TRIPP • BROTHERS AMOR  
HOMELESS • DYSFUNCTIONAL SPECIES • MY SATELLITE • JACK RABBIT STEW • DADDY LONG LEGS • DEEP ELLUM  
TEMPLE OF EUROPA • SCISSORS FOR LEFTY • EQUAL EYE • THE GUTZ • NUMEROUS • STORMY STRONG • WILLIAM  
BLAKE • ALMOST CHAOS • MR. VOS • PEACH STREET • KEVIN HOLMES • SARAH MAYS • MULTIPLE ORGANISMS  
THE SAINT IDES • NIC ALEA • KINGSBOROUGH • FLOWERBOX MUSIC • ZACK RUSKIN • DJ FIX-IT • ELLIOT WRIGHT

CATALYST CLUB, MOTIV, BLUE LAGOON, KUMMBWA JAZZ CENTER, ROSIE MACCANN'S, STREETLIGHT RECORDS & WOODSTOCK'S PIZZA

TICKETS AVAILABLE NOW AT STREETLIGHT RECORDS AND ON [TICKETFLY.COM](http://TICKETFLY.COM)

[SANTACRUZMUSICFESTIVAL.COM](http://SANTACRUZMUSICFESTIVAL.COM)

# SPONSORSHIP LEVELS AND BENEFITS

	PRESENTING \$15k+	PRIMARY \$5k+	
Pre Event Presenting Sponsor Title: (only one exclusive)	X		<b>SPECIALTY SPONSORS</b> PRESENTING TITLE OFFICIAL BEER OFFICIAL LIQUOR OFFICIAL WINE OFFICIAL CHAMPAGNE WEBSITE EMAIL BLAST/NEWSLETTER MOBILE APP  <b>STAGE SPONSORSHIPS</b> THE CATALYST CLUB THE BLUE LAGOON MOTIV KUUMBWA JAZZ CENTER 418 PROJECT VETERANS HALL + ADDITIONAL FREE STAGES  <b>SPECIAL EVENT</b> SPOKEN WORD SHOWCASE COMEDY SHOWCASE FRIDAY NIGHT PRE-PARTY SATURDAY AFTER-PARTY
Primary Logo Placement:	X	X	
Print Media:	X	X	
Social Media:	X	X	
Website:	X	X	
E-Newsletter:	X	X	
Day of Event Banner Placement:	X	X	
Booth Space:	X	X	
Event Program:	X	X	
T-Shirt Logo Placement:	X	X	
Expo Announcement:	X	X	
Coupon Book:	X	X	
Goodie Bag:	X	X	



# SPONSORSHIP VISIBILITY/BENEFITS

## PRE-EVENT PROMOTION

### Presenting Sponsorship

Only one exclusive Presenting Sponsor will receive prime branding with logo placement and title of "presents."

### Primary Logo Placement

Sponsors will receive branding on all major media, Friday Night Event and Saturday Main Event promotion. This includes: flyers, handbills, website, print ads & day of media.

### Print Media

Sponsors will receive logo placement on all print media, distributed throughout the Bay Area (San Francisco, Oakland, San Jose and Santa Cruz: focused heavily on the Santa Cruz and Silicon Valley markets).

### Website

SantaCruzMusicFestival.com is the main site for all web traffic seeking information about the event. Sponsors will receive placement on the SCMF sponsor page with links and information about their products and services.

### Newsletter and Email

Email Blasts are a great tool in the digital age for sharing current and upcoming events. We have an extensive local emailing list and will be frequently sending updates prior to and during the festival. Sponsors will receive logo placement on all e-newsletters we send.



Santa Cruz Music Festival 2014

## DAY OF EVENT PROMOTION

### Banner Placement

At all SCMF venues and distribution areas.

### Expo Announcement

Live shout-out on stage for premier sponsors.

### Booth Space

SCMF is pursuing a larger area than 2013 for ticketing/will call. This area would allow sponsors to have booths for day-of-event promotion.

### Event Program

SCMF prints a small promotional booklet with maps, schedules of events and sponsors' information.

### Event Program Ad

Full page ad in event program.

### Coupon Book

Sponsor coupon placement.

### Logo on T-Shirt

Logo placement on event T-Shirt.

### Goodie Bag

Promotional opportunities to event patrons.

# CONTACTS



Dear Potential Sponsors,

With the successful completion of the inaugural 2013 event, SCMF returns to Downtown Santa Cruz with a new multi-day format setting the stage to deliver a wider audience in Santa Cruz and the Bay Area. There is no better way to support or easier way to access the Santa Cruz music community than partnering with this event. By being part of SCMF you will have the opportunity to associate your business with one of the biggest events on the Santa Cruz calendar and enjoy an ideal platform to promote your products and services in a fun, efficient way. SCMF provides consistent monthly marketing for nearly eight months leading up to the event through promotional materials such as flyers, print media, social media, website and day of interaction.

We are looking for one presenting sponsor and no more than eight primary sponsors. And we want you to be one of them. In order to cover set-up and operational costs, our goal is to raise \$100,000. We consider our sponsors as partners and strive to customize participation to best represent your brand and products.

We look forward to another successful event and hearing from you soon.

Brian Crabtree  
Co-founder  
Brian@SantaCruzMusicFestival.com

Thomas Dawson  
Co-founder  
Thomas@SantaCruzMusicFestival.com  
(707)318-8279





build a healthy community

# **FY2015 Work Plan Assignments**

## **Arts Commission Subcommittees** (as of February 12, 2014)

- Roundabouts – P Haywood and L Kershner
- Ocean Street Area Plan – L Duffus and S Garcia
- Arts District – A Allen and T Praxel

\*P McGettigan volunteered to act as a substitute for any commission member on any subcommittee.

## **Commission Member(s) assigned**

- SculpTOUR – L Kershner
- Resource Recovery Center Artist in Residence Pilot Program – P Haywood
- Abbott Square – S Garcia

## **Subcommittees/Commission Members needed**

- Graphic Traffic Boxes
- CruzCal Event Calendar Hub
- Water Data Visualization
- City-Managed Art Projects (Tannery Theater Project and Civic Renovation Project)
- Student Art at City Hall
- Community Collaborations and Partnerships (e.g. *Ebb and Flow* project, Student Art for Riverwalk)
- Update Arts Master Plan



AMENDED

**BYLAWS**

Of the

**Arts Commission**

**City of Santa Cruz, California**

Under authority of applicable statutes of the State of California, and the City Charter of the City of Santa Cruz, California, for the purpose of establishing rules and regulations governing the organization and procedures of the Arts Commission of the City of Santa Cruz, CA

**Adopted April 28, 2004**

**Amended - Approved by City Council May 11, 2004**

**Amended - Approved by City Council May 23, 2006;  
Approved by John Barisone, City Attorney May 31, 2006**

**Amended - Approved by John Barisone, City Attorney February 2, 2007;  
Approved by City Council February 13, 2007**

**Amended - Approved by John Barisone, City Attorney  
January 5, 2009  
Approved by City Council February 24, 2009**

**Amended - Approved by John Barisone, City Attorney  
January 23, 2014  
Approved by City Council May 13, 2014**

**APPROVED:**

\_\_\_\_\_  
Chair Trink Praxel

\_\_\_\_\_  
Abra Allan

\_\_\_\_\_  
Lee Duffus

\_\_\_\_\_  
Stacey Garcia

\_\_\_\_\_  
Patrick Haywood

\_\_\_\_\_  
Lorri Kershner

\_\_\_\_\_  
Peter McGettigan

ATTEST: \_\_\_\_\_  
J. Guevara, Staff

**Arts Commission Bylaws**

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## **Arts Commission Bylaws**

### **ARTICLE I – NAME AND/OR AUTHORITY**

The Name of this organization shall be the Arts Commission of the City of Santa Cruz, California; hereinafter referred to as the Commission, or the Advisory Body.

### **ARTICLE II – PURPOSE**

The Arts Commission serves the City Council as policy advisors and proponents for a vibrant cultural environment in Santa Cruz. The seven-member Commission helps guide implementation of City Arts programs, oversees the Public Art Program pursuant to Chapter 12.80 of the City's Municipal Code, advocates for public art and cultural activities that enhance the identity and enjoyment of our city, and encourages community collaborations that help the city achieve its cultural goals as outlined in the General Plan.

### **ARTICLE III – DUTIES AND RESPONSIBILITIES**

The Arts Commission shall have the ability, as vested by the City Council, and be required to:

- Recommend to the City Council, after public input, the adoption, amendment or repeal of ordinances of public art, art related projects and proposals;
- Assume responsibility for oversight of the public art program, including, budgeting and allocations of public art funds and administering existing public art in the City of Santa Cruz;
- Consult in the development of the annual public art plan;
- Develop each public art project, including developing written materials for soliciting participation in public art projects, recommending terms for contractual agreements with artists, soliciting input (as necessary) from the public and from local artists, appointing selection panels for public art projects, reviewing recommended artists and artwork proposals, recommending projects.
- Receive, as necessary, recommendations from ad-hoc panels comprised of members of the public and representatives from the Arts Commission. Panels created to review potential project artists and/or projects may be conducted in full confidentiality if conducted with fewer than six Committee members present. Panel recommendations and actions on the recommendations will be made in open sessions of the full Commission.
- Act in an advisory capacity to the City Council in all matters pertaining to Public Art in the City of Santa Cruz;
- Act in an advisory capacity to the City Council in all matters pertaining to the allocation of public funds for the support and encouragement of existing and new programs in the arts and for the acquisition by purchase, gift or otherwise of works of art;
- Receive complaints pertaining to public art related projects and proposals;
- Review and make recommendations to the City Council pertaining to the interpretation and implementation of established policies and practices of the City as they relate to the objectives of the Arts Commission;
- Subject to City Council approval, to initiate, sponsor, or direct special programs which will enhance the cultural climate of the City;
- Cooperate with other commissions and civic organizations in order to foster public interest in the arts;
- Review, monitor, and make long-range recommendations concerning public art related projects and proposals;
- Hear and decide matters relating to public art related projects and proposals; and
- Perform other duties as may from time to time be prescribed by the City Council.

## **ARTICLE IV – MEMBERSHIP**

### **Section 1. Membership**

The Arts Commission shall consist of seven (7) Arts Commission members, hereinafter referred to as members. Membership, term of office, and procedures for removal of members and the filling of vacancies shall be as established by City Ordinance or by the City Council.

### **Section 2. Qualifications**

Appointed by the City Council a minimum of five commissioners shall be qualified electors of the city. A maximum of two commissioners may be non-residents of the city provided that the non-resident commissioners either work or conduct business in the city. Non-residents must work in one of the following vocations: Artist, designer, arts entrepreneur, landscape architect, arts educator, arts administrator, architect or planner. The majority of the arts commission shall be comprised of commissioners who work in the vocations named above.

### **Section 3. Application for Membership**

Prospective members shall file an application in the office of the City Clerk. Prospective applicants are encouraged to contact Arts staff and attend an Arts Commission meeting in advance of filing an application.

### **Section 4. Method of Appointment**

The Arts Commission shall consist of seven (7) members appointed by the City Council and serving thereafter at the pleasure of the Council.

### **Section 5. Good Standing and Reporting of Absences**

Councilmembers and the chairperson of each permanent city advisory body shall receive annual attendance reports prepared in the City Clerk's Department. Absences will be identified as "with notification" or "without notification." An absence is considered as "with notification" if the member notifies the chairperson or the staff prior to the meeting. If there has been no prior notification, the absence is considered "without notification." It is important to notify staff of any absences for the purposes of determining a quorum. Advisory body members are expected to attend meetings regularly.

Members who serve on advisory bodies which are scheduled to meet more than once monthly are allowed six absences per year.

Members who serve on advisory bodies which are scheduled to meet seven to twelve times per year are allowed three absences per year.

Members who serve on advisory bodies which meet six or less times per year are allowed one absence per year.

It is the responsibility of staff of an advisory body to bring serious attendance issues to the attention of the Mayor or City Clerk prior to reaching the limit, if possible. If either through study of the annual attendance report or through other channels, the Mayor learns that a member has more than the allowable number of absences, the Mayor may notify the member or chairperson, that action may be initiated by Council to remove the member from the advisory body. The Mayor may choose to postpone or withhold notification to Council in unusual circumstances: for example, if the member is actively performing work for the advisory body outside of the regular meetings or is involved in subcommittee work.

### **Section 6. Termination**

After three meetings following appointment to the Advisory Body, each member shall be subject to removal by motion of any Councilmember, adopted by at least four affirmative votes. (A

termination may also take place without a motion at any time by the Councilmember who appointed the member. (*Optional for direct appointments*)

#### Section 7. Ex-Officio Membership "Optional"

The Arts Commission may find that, because of the complexity of its work, it is desirable to add member(s) at-large to the Advisory Body to serve as non-voting ex-officio members to lend other opinions or expertise to the work of the Advisory Body. The City Council will authorize the Chair of the Advisory Body to nominate member(s)-at-large for Council approval to be non-voting ex-officio members for a determined period of time.

### **ARTICLE V – TERM OF OFFICE**

#### Section 1. Term

Term of office for each member shall be four years. A member may be appointed to complete an unexpired term. A Member may continue to serve until his/her successor has been appointed.

#### Section 2. Membership Year

A membership year shall be from the first month of the first Commission meeting after the City Council appointment has been approved.

#### Section 3. Length of Term

A member shall not serve more than two consecutive full four-year terms. Upon completion of a member's eighth consecutive year of service, that member will be ineligible for reappointment for a period of two years. Members who have six years or less at the time their term expires are eligible for reappointment.

#### Section 4. Dual Service

No member shall be eligible to serve on two Advisory Bodies unless one is established for less than 13 months.

### **ARTICLE VI – OFFICERS AND ELECTIONS**

#### Section 1. Officers

Officers of the Advisory Body shall consist of a Chair and Vice Chair.

#### Section 2. Election of Officers

As soon as is practicable following the first day of January of every year, there shall be elected from among the membership of the Advisory Body a Chair and Vice Chair.

#### Section 3. Term of Office

The term of office for the Chair and Vice Chair is one calendar year. Officers may not serve in the same position for more than two consecutive years.

#### Section 4. Nominations

The Chair will open the floor to nominations. Any member may nominate a candidate from the membership for the position of Chair or Vice Chair; nominations need not be seconded.

A member may withdraw his/her name if placed in nomination, announcing that, if elected, s/he would not be able to serve; but s/he shall not withdraw in favor of another member.

Once the nominations are complete, the Chair will ask for a motion to close the nominations; a second of, and vote on, the motion is required.

The Chair then declares that it has been moved and seconded that the nominations be closed, and the members proceed to the election.

#### Section 5. Voting

Voting may be by voice vote or by roll call vote.

The candidate who receives a majority of the votes is then declared to be legally elected to fill the office of Chair, and will immediately chair the remainder of the meeting.

The same procedure is followed for the election of Vice Chair.

#### Section 6. Vacancy of an Officer

Should a vacancy occur, for any reason, in the office of Chair or Vice Chair prior to the next annual election, a special election shall be held to fill the vacant office from among the membership. That member shall serve until a new appointment has been made.

#### Section 7. Removal of Elected Officers

The Chair or Vice Chair may be removed by a majority vote of the full Advisory Body at a regularly scheduled meeting of the Advisory Body, when all appointed members are present, or at a special meeting convened for that purpose at which a quorum is present. Any officer removed ceases to hold the office once the vote has been tallied and announced. If the Chair is removed, the Vice Chair shall become the new Chair. An election for the Vice Chair shall then be agendized for the next meeting.

#### Section 8. Duties of the Chair

The Chair shall preside at all regular meetings and may call special meetings. The Chair shall decide upon all points of order and procedure during the meeting; his/her decision shall be final unless overruled by a vote of the Advisory Body, in compliance with Article IX, Section 2, "General Conduct of Meetings." The Chair may not make motions, but may second motions on the floor. The Chair acts as primary contact for staff and shall represent the Advisory Body before City Council whenever the Advisory Body or Council considers it necessary. The Chair and staff shall jointly set the meeting agenda.

#### Section 9. Duties of the Vice Chair

The Vice Chair shall assume all duties of the Chair in the absence or disability of the Chair.

#### Section 10. Duties of the Acting Chair

In case of absence of both the Chair and the Vice Chair from any meeting, an Acting Chair shall be elected from among the members present, to serve only during the absence of the Chair and Vice Chair.

### **ARTICLE VII – STAFF SUPPORT**

#### Section 1. Staff

Staff support and assistance is provided, but advisory bodies do not have supervisory authority over City employees. While they may work closely with advisory bodies, staff members remain responsible to their immediate supervisors and ultimately to the City Manager and Council.

The Redevelopment and Economic Development Department Director shall designate appropriate staff to act as staff person(s) to assist and support the Advisory Body. Staff shall attend all regular and special Advisory Body meetings. Staff shall be responsible for coordination of such reports, studies, and recommendations as are necessary to assist the Advisory Body in the conduct of its business according to City Council policy and the Brown Act.

Staff may enlist the assistance of other departments as required. Staff shall be responsible for all public notification regarding all regular and special Advisory Body meetings.

Staff shall record the minutes of the meetings in accordance with the guidelines established in the "Preparation of Minutes" section of the City Council members' Handbook, shall supervise volunteers and interns, shall work closely with the Chair between meetings, shall make recommendations, prepare reports and proposals to the Advisory Body, may represent the Advisory Body at other meetings, presentations, and other public functions as requested, and shall perform administrative tasks.

Staff shall be responsible for the maintenance of proper records and files pertaining to Advisory Body business. Staff shall receive and record all exhibits, petitions, documents, or other materials presented to the Advisory Body in support of, or in opposition to, any question before the Advisory Body. Staff shall sign all notices prepared in connection with Advisory Body business, shall attest to all records of actions, transmittals, and referrals as may be necessary or required by law, and shall be responsible for compliance with all Brown Act postings and noticing requirements.

#### Section 2. Staff Relationship to the Advisory Body

Given limited staff resources, the Chair or individual members shall not make separate requests of staff without approval of the Advisory Body. If a member has a research or report request, it shall be brought to the Advisory Body for discussion, consideration, and recommendation prior to making the request of staff. If not approved by the Advisory Body, the individual member shall be responsible for his/her own research or report.

Staff and the Chair shall jointly set the meeting agenda.

### **ARTICLE VIII – MEETINGS**

#### Section 1. Time and Location of 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. If the scheduled date for a regular meeting falls on a holiday, such meeting shall be rescheduled in accordance with Council policy.

#### Section 2. Cancellation

If a majority of the membership deems it necessary or desirable, a scheduled regular meeting may be cancelled or rescheduled upon giving notice, unless a public hearing has previously been noticed.

#### Section 3. Special Meetings

The Chair of the Advisory Body, staff, or a majority of the membership of the Advisory Body may call a special meeting. Notice of such meeting shall state the purpose or the business to be transacted during such special meeting. No other business may be transacted at such special meeting other than as stated in the notice. Oral Communications are not required at special meetings as long as a statement appears on the agenda identifying that there will be no Oral Communications, but that members of the public will have the opportunity to address the Advisory Body on item(s) on the agenda.



## **ARTICLE IX – CONDUCT OF MEETINGS**

### **Section 1. Compliance with the Brown Act and Council Policies**

All regular, special, and adjourned meetings of the Advisory Body shall be open meetings to which the public and the press shall be admitted in compliance with the Brown Act. Meetings will be held at City facilities which are accessible to persons with disabilities.

### **Section 2. General Conduct of Meetings**

Points of order and conduct, including those not addressed by these Bylaws, shall be settled by the Chair, unless overruled by a majority vote of the Advisory Body. Points of order and conduct shall comply with the Brown Act, these Bylaws, and the City Council members' Handbook. The Chair will consult with staff as necessary. Unresolved issues shall be referred to the City Attorney and continued to a future meeting.

### **Section 3. How Items Are Placed on the Agenda**

A request to have an item placed for consideration on a future agenda may be made by staff, any Advisory Body member or a member of the public. The Chair and staff will consider the validity (within the approved scope of work) and urgency of the request and determine when and if that item should be placed on an Advisory Body agenda. Issues can be referred to an advisory body by the City Council and may have time sensitive deadlines. The items must comply with the procedures in Article XII, Section 1, "Agenda Reports to Advisory Body."

### **Section 4. Quorum**

A quorum of the Arts Commission shall consist of four (4) members, whether or not there are vacancies on the Advisory Body.

### **Section 5. Absence of a Quorum**

In the absence of a quorum at any meeting, such meeting shall be adjourned to the next regular meeting date by the Chair, Vice Chair, or staff.

A meeting may be declared adjourned for lack of a quorum after a 15-minute period has elapsed from the scheduled time of the start of the meeting. A meeting may also be declared adjourned in advance, if absence notifications received by staff provided for lack of a quorum. Adjournment may be declared by any member or staff.

### **Section 6. Agenda**

The Chair and staff shall jointly set the meeting agenda and its format shall conform to the template set by Council Policy.

### **Section 7. Order of Business**

The Chair or a majority vote of the Advisory Body may change the order of business.

## **ARTICLE X – MOTIONS**

### **Section 1. Call for Motion**

Upon conclusion of preliminary discussion, any member other than the Chair may place a motion on the floor. The motion shall contain the proposed action.

### **Section 2. Seconding a Motion**

The Chair shall receive all motions and shall call for a second to each motion. The Chair may second a motion.

### Section 3. Lack of a Second

If, after a reasonable time, no second has been made, the motion shall be declared dead for lack of a second, and the Chair shall state this. This shall not be considered an action of the Advisory Body and shall not be included in the minutes.

### Section 4. Discussion/Debate

After a motion has been made and seconded, the Chair shall call for a discussion of the question. All discussion shall be limited to the motion on the floor. At the close of the discussion, the Chair shall put the matter to a vote.

### Section 5. Time Limits on Discussion/Debate

The Chair may, at his/her discretion, limit debate of any motion; except that each member shall have the opportunity to speak.

### Section 6. Amending a Motion

A motion to amend may be made by any member to revise a motion on the floor; but it cannot be a freestanding motion on its own, nor can it substitute for a main motion. The motion to amend must be voted upon, unless the maker and the second accept it as a friendly amendment, and, if it passes, it then becomes part of the main motion.

### Section 7. Withdrawing a Motion

Any motion may be withdrawn by the maker and the second and shall not be included in the meeting minutes.

### Section 8. Motion to Table

A motion to table may be made to suspend consideration of an item that appears on a meeting agenda for reasons of urgency or to end an unproductive discussion. A motion to table is not in order when another member has the floor. A motion to table requires a second, is not debatable, is not amendable, requires a majority vote for passage, and, if adopted, cannot be reconsidered at the meeting at which it is adopted. Members will refrain from using a motion to table as a means of capriciously limiting debate among members, to suppress a minority of the Advisory Body, or to avoid public input on an agenda item under consideration by the Advisory Body.

### Section 9. Results of Voting

The Chair shall state the results of each vote, e.g., "The motion passes by a vote of five to two."

## **ARTICLE XI – VOTING**

### Section 1. Statements of Disqualification

Section 607 of the City Charter states that "...All members present at any meeting must vote unless disqualified, in which case the disqualification shall be publicly declared and a record thereof made." No member may abstain from voting on any item, except on the approval of the minutes, when that member was absent.

The City of Santa Cruz has adopted a Conflict of Interest Code, and Section 8 of that Code states that "no person shall make or participate in a governmental decision which s/he knows or has reason to know will have a reasonably foreseeable material financial effect distinguishable from its effect on the public generally."

Any member who has a disqualifying interest on a particular matter shall do all of the following:

- 1) Publicly identify the financial interest that gives rise to the conflict of interest or potential conflict of interest in detail sufficient to be understood by the public, except that disclosure of the exact street address of a residence is not required;
- 2) Recuse himself or herself from discussing and voting on the matter, or otherwise acting in violation of government code Section 87100;
- 3) Leave the room until after the discussion, vote, and any other disposition of the matter is concluded unless the matter has been placed on the portion of the agenda reserved for uncontested matters;
- 4) Notwithstanding paragraph 3, a public official may speak on the issue during the time that the general public speaks on the issue.

Any question regarding conflicts of interest shall be referred to the City Attorney.

#### Section 2. Voice Vote

All questions shall be resolved by voice vote. Each member shall vote “Aye” or “No” and the vote shall be so entered into the minutes, noting the vote of each member. A member may state the reasons for his or her vote, which reasons shall also be entered into the minutes of the meeting. All members including the Chair shall vote on all matters, except where s/he has a disqualifying interest.

#### Section 3. Roll Call Vote

Any member may request a roll call vote, either before or immediately after a voice vote. A roll call vote shall be taken without further discussion. The Advisory Body staff shall call the roll and each member shall state his/her vote for the record.

#### Section 4. Sealed Ballot Votes

No Advisory Body shall take a sealed ballot vote in open session.

#### Section 5. Adoption of a Motion

Adoption of a motion shall be made by a simple majority of the members present, except as otherwise provided. The Chair shall restate the vote for the record, e.g., “The motion is approved by a vote of five to two.”

#### Section 6. Tie Votes

Tie votes will be resolved as follows:

Statement of Disqualification: A tie vote resulting from a Statement of Disqualification of one or more members, with no members absent and no vacancies on the Advisory Body, shall constitute a defeat of the motion.

Absence: A tie vote during the absence of one or more members, or when there is a vacancy on the Advisory Body, shall cause the item to be automatically continued to the next meeting; except that, as to matters on which action must be taken on a date prior to the next meeting, a tie vote shall constitute a denial of the requested action.

Successive Tie Vote: A tie vote at the next meeting on a matter that has been continued as a result of a tie vote shall constitute a denial of the appeal or defeat of the motion.

## ARTICLE XII – REPORTS

#### Section 1. Agenda Reports to Advisory Body

All agenda items require a written report or an oral report. Written reports serve as the analysis, detail, history, and justification for each agenda item. Oral and written reports shall include recommendation(s) and background. If a report is initiated by an Advisory Body member, a

draft of that report shall be provided to staff for formatting at least 10 business days prior to the meeting. Staff shall then format reports to be consistent with content, style, and formatting of City Council agenda reports. Items initiated by a committee shall be processed in the same manner. Draft reports not submitted in a timely manner shall be placed on a future agenda.

#### Section 2. Committee Reports

Committee reports may be verbal or written and may be accompanied by written documentation.

#### Section 3. Preparation of Advisory Body-Generated City Council Agenda Reports

All resolutions and recommendations adopted by the Advisory Body and addressed to the City Council shall be delivered to the Mayor as soon as possible. If the action requests City Council action, the item shall be placed on a future City Council agenda. Agenda reports to the City Council from the Advisory Body shall be written reports consistent with content, style, and formatting of City Council agenda reports.

Additionally, the agenda report shall include a section called analysis, which includes the pros, cons, and foreseeable consequences of the recommendation(s). In the event that staff and the Advisory Body disagree, an analysis of both recommendations shall be included.

### **ARTICLE XIII – RECORD KEEPING**

#### Section 1. Maintenance of Records

All records shall be maintained according to the City of Santa Cruz Records Retention Schedule.

#### Section 2. Action Agenda

Action agendas are required for Advisory Bodies with direct City Council appointments. An action agenda is an unofficial record of the meeting and shall consist of attendance; motion maker and seconder of the motion; and an actual tally of the votes for all actions taken. The action agenda shall be made available to the Advisory Body, the City Clerk, and Staff within four working days of the meeting.

#### Section 3. Minutes

Action-only minutes will be produced for all Advisory Body meetings in the same format as that used for City Council meetings. Advisory Body members who want a particular comment included in the minutes must state “for the record” before making such comment. Minutes shall be reviewed, corrected as appropriate, and or amended and approved by the Advisory Body at a subsequent meeting.

Subcommittee reports presented orally in a meeting shall be summarized in the minutes.

#### Section 4. Audio and Video Recording of Meetings

Proceedings for all Advisory Body meetings shall be audio-recorded whenever possible. The audio files shall be retained for one year pursuant to the City of Santa Cruz Records Retention Schedule.

As appropriate and/or when requested by the Advisory Body or City Council, a meeting of the Advisory Body may be video recorded or televised.

Members of the public have the right to make recordings of a meeting without disrupting the proceedings under any circumstances.

## **ARTICLE XIV – COMMITTEES**

### **Section 1. Ad Hoc Committees**

Ad hoc committees are established by an Advisory Body to gather information or deliberate on issues deemed necessary to carrying out the functions and purpose of the Advisory Body. Ad hoc committees generally serve only a limited or single purpose, are not perpetual, and are dissolved once their specific task is completed. An ad hoc committee shall be less than six months in term and shall have fewer members than a simple majority of the membership of the appointing Advisory Body. Ad hoc committees shall bring back information to the Advisory Body in either oral or written form.

Following ad hoc committee input, the Advisory Body shall then discuss, deliberate, and make recommendations on the designated issue, thereby providing the public with the opportunity to participate in the decision-making process. This shall take place in the presence of a quorum of the Advisory Body at a properly noticed public meeting.

Ad hoc committees shall not be subject to the Brown Act. City staff shall not be required to be present at ad hoc committee meetings. All ad hoc committees shall provide a final report to the Advisory Body in lieu of minutes.

### **Section 2. Standing Committees**

Standing committees are bodies established to gather information or deliberate on issues deemed necessary to carrying out the functions and purpose of the Advisory Body. Standing committees are ongoing in nature and are created to deal with issues and make decisions on behalf of the Advisory Body. The public has a right to participate in this process. Standing committees are subject to the Brown Act and staff will provide only such support as to ensure such compliance.

### **Section 3. Staff Support to Committees**

City staff shall normally not be required to attend or provide support for standing or ad hoc committee meetings, unless directed by the department head. All ad hoc committees shall provide a final report to the Advisory Body in lieu of minutes. All standing committees shall provide reports, no less than quarterly, to the Advisory Body.

### **Section 4. Appointments**

The Commission may establish, by majority vote of the members, any standing or temporary committee deemed necessary to carry out the functions and purposes of the Commission and may delegate such authority to the committee as the Chairperson or Commission deems appropriate in accordance with Council Policy 5.12. The Chairperson shall make all assignments and appoint the Chairperson of each committee. The Chair of the Advisory Body may designate or solicit participation for standing and ad hoc committees.

### **Section 5. Committee Meetings**

All standing or ad hoc committee meetings shall be held upon call of the Committee Chair.

## **ARTICLE XV – AMENDMENTS**

A majority of the full membership of the Advisory Body may amend these bylaws, subject to the approval of the City Council.

## **ARTICLE XVI – ADOPTION OF BYLAWS**

Immediately upon favorable vote of not less than a majority of the full membership of the Arts Commission of the City of Santa Cruz and approval of the City Council, these Bylaws shall be in full force and effect. Any and all previously adopted bylaws are hereby superseded.

These Bylaws shall not be considered or construed as superseding any ordinance or directive of the City Council of the City of Santa Cruz, nor shall they preclude the preparation and adoption of further procedural manuals and policies by which the Advisory Body may direct its activities.

Approved: \_\_\_\_\_  
Chair

Attest: \_\_\_\_\_  
Staff