



## Arts Commission

Regular meeting

6:00 PM

Wednesday, February 11, 2015

City Council Chambers

809 Center Street

Santa Cruz, California 95060

**Call to Order** – Abra Allan, Chair

**Roll Call:** Abra Allan, Chair; Stacey Garcia, Vice-chair; Jim Brown; Lee Duffus; Lorrie Kershner; Edith Meyer; One vacancy due to resignation of 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 November 12, 2014 (Attached)

Recommendation: Motion to approve minutes as submitted. Commissioner L. Kershner is disqualified due to her absence at the November 12, 2014 meeting.

2. Arts Commission meeting minutes of January 14, 2015 (Attached)

Recommendation: Motion to approve minutes as submitted.

### General Business Items

3. Approve the Arts Commission meeting schedule 2015 (Attached)

Recommendation: Motion to approve the Arts Commission meeting schedule for 2015.

4. Indicate official partnership with Arts Council Santa Cruz County on the Ebb & Flow project

Recommendation: Motion to approve action to indicate official partnership with Arts Council Santa Cruz County on the Ebb & Flow project.

5. Subcommittee review and (re)assignments (Attached)

Recommendation: Motion to confirm or change existing subcommittee appointments as needed, and to assign commissioners to the new subcommittees.

6. Approval of the Vision, Mission and Goals Statement (Attached)

Recommendation: Motion to approve the Vision, Mission and Goals Statement as attached.

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

- Etsy Classes

- Arts Commission Orientation/Training
- CruzCal
- Beach Flats Mural
- New Economic Development website with Arts section

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

- Public Murals
- Civic Renovation Project
- *Ebb and Flow* project

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

**Adjournment** – The Arts Commission will adjourn from its regular meeting of Wednesday, February 11, 2015 to its next regular meeting at 6:00 p.m. March 11, 2015 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

February 5, 2015

Economic Development/Successor Agency  
337 Locust Street  
Santa Cruz, CA 95060

**ADMINISTRATIVE BUSINESS AND GENERAL BUSINESS RECOMMENDATIONS  
FOR THE FEBRUARY 11, 2015, 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, November 12, 2014.

**Administrative Business**

1. Arts Commission meeting minutes of November 12, 2014  
**Recommendation:** Motion to approve minutes as submitted. Commissioner L. Kershner is disqualified due to her absence at the November 12, 2014 meeting.
2. Arts Commission meeting minutes of January 14, 2015  
**Recommendation:** Motion to approve minutes as submitted.

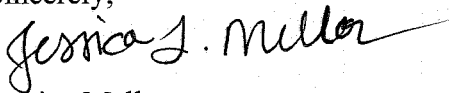
**General Business**

3. Approve the Arts Commission meeting schedule 2015  
**Recommendation:** Motion to approve the Arts Commission meeting schedule for 2015.
4. Indicate official partnership with Arts Council Santa Cruz County on the Ebb & Flow project  
**Recommendation:** Motion to approve action to indicate official partnership with Arts Council Santa Cruz County on the Ebb & Flow project.
5. Subcommittee review and (re)assignments  
**Recommendation:** Motion to confirm or change existing subcommittee appointments as needed, and to assign commissioners to the new subcommittees.
6. Approval of the Vision, Mission and Goals Statement  
**Recommendation:** Motion to approve the Vision, Mission and Goals Statement as attached.

## Staff Oral Reports

7. Etsy Classes  
**No action will be taken.**
8. Arts Commission Orientation/Training  
**No action will be taken.**
9. CruzCal  
**No action will be taken.**
10. Beach Flats Mural  
**No action will be taken.**
11. New Economic Development website with Arts section  
**No action will be taken.**
12. Public Murals  
**No action will be taken.**
13. Civic Renovation Project  
**No action will be taken.**
14. Ebb and Flow project  
**No action will be taken.**

Sincerely,



Jessica Mellor  
Administrative Assistant



**Arts Commission**  
Regular meeting  
6:00 PM  
Wednesday, November 12, 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** – T. Praxel, at 6:00 p.m.

#### **Roll Call:**

Present: T. Praxel, Chair; A. Allan, Vice-chair; L. Duffus; S. Garcia; and P. McGettigan

Absent: P. Haywood and L. Kershner

Staff: B. Ragel, Arts Program Manager; J. Mellor, Administrative Assistant II

Guests: Michelle Williams of Arts Council of Santa Cruz County and artist Kathleen Crocetti.

**Statements of Disqualification** – *None*

**Additions and Deletions** – Items 5 – 10 have been moved up the agenda ahead of items 3 and 4.

**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 July 9, 2014 (Attached)*

Action: Motion by P. McGettigan, seconded by S. Garcia to approve minutes as submitted with the deletion of the phrase "City-Managed Art Project" before the Civic Renovation Project. Commissioner L. Kershner is disqualified due to her absence at the July 9, 2014 meeting.

Motion made by: P. McGettigan

Second: S. Garcia

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

Nays: None

Disqualified: L. Kershner

Absent: P. Haywood and L. Kershner

2. *Arts Commission meeting minutes of September 10, 2014 (Attached)*

Action: Motion by A. Allan, seconded by P. McGettigan to approve minutes as submitted. Commissioner P. Haywood is disqualified due to his absence at the September 10, 2014 meeting.

Motion made by: A. Allan  
Second: P. McGettigan  
Ayes: T. Praxel, A. Allan, L. Duffus, S. Garcia and P. McGettigan  
Nays: None  
Disqualified: P. Haywood  
Absent: P. Haywood and L. Kershner

### General Business Items

3. Gifts and Unsolicited Proposals Policy

Staff recommended the adoption the provided Gifts and Unsolicited Proposals Policy. Staff noted that the City had received four unsolicited proposals of artwork in the last few months. The Policy, as drafted, outlines a process for submitting an initial proposal to be reviewed by a subcommittee of the Arts Commission. If the subcommittee approves forwarding to the proposal to the entire Commission, the proposer must provide detailed information that addresses several review criteria.

Action: No official action was taken on this item; Commission members shared ideas for edits to the draft of the Gifts and Unsolicited Proposals Policy.

4. Study Session Follow-up

Discussion: Arts Commission discussed the FY15 work plan. Staff recommended focusing on Continuing Projects and not adding new projects to the list. Continuing Projects include CruzCal, SculptTOUR, Graphic Traffic Boxes, Mural Program and Marketing and Outreach. Group discussed potential challenges, particularly the staff time required, to start the Resource Recovery Facility Artist in Resident (RRF-AIR) project in FY15. Group agreed to discuss the RRF-AIR project further in January and take action in January regarding the initiation of that project in FY 15. Group discussed the need for better policies and procedures and making this a key focus for FY15. The development of comprehensive Public Art Guidelines, mural policy/program, and other policies will require careful consideration and effort.

Action: Motion by L. Duffus and seconded by S. Garcia to remove all projects listed under "Potential New Projects" from the FY 15 work plan and add development of Policies and Procedures to the current list of "Continuing Projects" on the 2015 Work Plan.

Motion made by: L. Duffus  
Second: S. Garcia  
Ayes: T. Praxel, A. Allan, L. Duffus, S. Garcia and P. McGettigan  
Nays: None  
Disqualified: None  
Absent: P. Haywood and L. Kershner

### Information Items – No action may be taken

#### Presentation:

5. *Ebb & Flow* project update presented by Michelle Williams and Kathleen Crocetti.

#### Staff Oral Reports:

6. B. Ragel gave an oral report on CruzCal
7. B. Ragel gave an update on Street Performer rule changes
8. B. Ragel gave an oral report on DANM collaboration opportunities
9. B. Ragel gave an oral report on Beach Flats Mural
10. B. Ragel gave an oral report on Prevailing Wage Changes

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

- No oral report was given on the Resource Recovery Center Artist in Residence Pilot Program
- No oral report on the Public Art Guidelines
- No oral report was given on the Public Murals
- No oral report was given on the Civic Renovation Project
- *Ebb and Flow* project was discussed during the presentation by Michelle Williams and Kathleen Crocetti in item 5.
- No oral report was given on the Roundabouts
- No oral report was given on the Ocean St. Area Plan
- No oral report was given on the Arts District

**Items Initiated by Members for Future Agendas –**

None

**Adjournment** – The Arts Commission will adjourn from its regular meeting of Wednesday, November 12, 2014 at 8:24 p.m. to its next regular meeting at 6:00 p.m. January 14, 2015 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:

\_\_\_\_\_  
Staff

\_\_\_\_\_  
Chair



**Arts Commission**  
Regular meeting  
6:00 PM  
Wednesday, January 14, 2015  
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** – T. Praxel, at 6:00 PM

**Roll Call:**

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

Absent: P. McGettigan

Staff: B. Ragel, Arts Program Manager; J. Mellor, Administrative Assistant II

Guest: Julie Hendee, Economic Development Project Manager

**Statements of Disqualification** – None

**Additions and Deletions** – None

**Oral Communications** – None

**Announcements** – None

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

**Administrative Business**

1. *Election of Chair and Vice-Chair*

Action: nomination and election of a chair and vice-chair.

Motion by L. Kershner to nominate A. Allan as Chair

Ayes: T. Praxel, A. Allan, L. Duffus, S. Garcia, P. Haywood, and L. Kershner

Nays: None

Absent: P. McGettigan

Motion by P. Haywood to nominate S. Garcia as Vice-Chair

Ayes: T. Praxel, A. Allan, L. Duffus, S. Garcia, P. Haywood, and L. Kershner

Nays: None

Absent: P. McGettigan

Motion by P. Haywood, seconded by A. Allen to close the nominations.

Ayes: T. Praxel, A. Allan, L. Duffus, S. Garcia, P. Haywood, and L. Kershner

Nays: None

Absent: P. McGettigan



## Approval of Minutes

2. Arts Commission meeting minutes of November 12, 2014 (Attached)  
Item was moved to the next meeting on February 11, 2015.

## General Business Items

1. Downtown Display Device Pilot Program  
Action: There was no formal action taken on this item. Julie Hendee gave a presentation on the Downtown Display Device Pilot Program.
2. Approval of the FY2015 Arts Commission Work Plan  
Action: Motion by T. Praxel, seconded by P. Haywood to approve the updated FY2015 Arts Commission Work Plan with the addition of commitment to include Resource Recovery Facility project in Work Plan for FY2016 and initiate work beginning in July 2015. The further condition was added as a friendly amendment by L. Duffus: Staff and P. Haywood try to do whatever possible to make it possible to initiate action on this program in July 2015 with an awareness of the current Work Plan priorities.

Motion: T. Praxel

Second by: P. Haywood

Ayes: T. Praxel, A. Allan, L. Duffus, S. Garcia, P. Haywood, and L. Kershner

Nays: None

Absent: P. McGettigan

3. Gifts and Unsolicited Proposals Policy

Action: Motion by L. Duffus, second by T. Praxel to approve, with minor grammatical changes and addition of clarifying language, the *Gifts and Unsolicited Proposals Policy*, and forward it to City Council for approval and adoption.

Motion: L. Duffus

Second: T. Praxel

Ayes: T. Praxel, A. Allan, L. Duffus, S. Garcia, P. Haywood, and L. Kershner

Nays: None

Absent: P. McGettigan

## Information Items – No action may be taken

- An update on CruzCal was given by B. Ragel.
- An update on Beach Flats Mural was given by B. Ragel.
- An update on Tom Scribner repair was given by B. Ragel.
- An update on New Economic Development website with Arts section was given by B. Ragel.
- An update on Graphic Traffic Inventory was given by B. Ragel.
- Thanks and farewell to outgoing members – T. Praxel and P. Haywood

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

- An update on Admissions Tax Discussion with Mayor Lane was given by L. Duffus, T. Praxel, and B. Ragel.
- An update on Public Art Guidelines was given by B. Ragel.
- An update on Vision, Mission and Goals Statement was given by A. Allen and B. Ragel.
- An update on Public Murals was given by B. Ragel.
- An update on Civic Renovation Project was given by L. Duffus.

- An update on *Ebb and Flow* project was given by S. Garcia.

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

**Adjournment** – The Arts Commission will adjourn from its regular meeting of Wednesday, January 14, 2015 to its next regular meeting at 6:00 p.m. February 11, 2015 in City Council Chambers. February meeting will include orientation of new members.

**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:

\_\_\_\_\_  
Staff

\_\_\_\_\_  
Chair

## Arts Commission Meeting Schedule – 2015

January 14

February 11 (due to new members appointed and budget being due Feb. 20<sup>th</sup>)

March 11

May 13

June 10 (due to City Council "dark" period – i.e. no Council meetings in July)

September 9

October 14 (Tentative; as needed)

December 9 (due to regular meeting date in November being a holiday Nov. 11<sup>th</sup>)

Current subcommittees\*:

- SculptOUR – L Kershner
- Abbott Square – A Allen and L Duffus
- Murals – S Garcia and A Allan
- Civic Renovation Project – L Duffus
- *Ebb and Flow* project –S Garcia
- Vision/Mission & Public Art Guidelines: A Allan, L. Duffus, S. Garcia

Potential new committees:

- Website/Marketing/Outreach Materials
- Unsolicited Gifts & Proposals (ad hoc - when we get unsolicited proposals)
- Street Performer Outreach?
- Others?

\*Subcommittees work to develop policy and help administer the programs.  
Subcommittees are not the same as artwork selection panels.

## Vision

The Santa Cruz Arts Commission believes that the arts are vital to our quality of life and understanding of the human condition. We envision Santa Cruz as a vibrant arts destination that inspires visitor delight and enhances community pride. We imagine a Santa Cruz in which all forms of public art are widely accessible and all residents have opportunities to engage through the arts. We advance a culture in which artists are valued for their unique expressions and invited to partner in reimagining our City.

## Mission

The Santa Cruz City Arts Commission champions the arts as essential to daily life by supporting a vibrant arts culture, enlivening our public spaces and shaping innovative city policy.

## Values

### Quality of Life

*Public art and policy improve our community's quality of life.*

- Contributes to collective and individual well-being.
- Positions the arts as a community resource.
- Instills pride, stewardship of place, cultural identity, interest and investment in the city of Santa Cruz.
- Stimulates and supports economic development.
- Leads to a community understanding of the value of the arts in their everyday lives.

### Accessibility

*Public art opportunities, processes, and policies are accessible and understandable.*

- Welcomes and encourages community participation in the arts.
- Processes, goals and policies are fully transparent and easily accessible.
- Clearly communicates opportunities for participation, which are accessible to all members of our community.

### Collaboration

*Public art and policy engages diverse members of our community to represent the city's distinctive cultural identity.*

- Catalyzes and strengthens collaborations with organizations, community groups, individuals and other departments of the city.
- Bring members of our community together in meaningful ways.
- Expresses and enhances local stories, interests, traditions, places and culture in Santa Cruz to foster a sense of belonging.

### Vibrancy

*Public art contributes to a vibrant and energized arts community.*

- Highly visible, celebrated and experienced throughout the city.
- Energizes the community to participate in the arts and reimagine their city.
- Forms and functions are multisensory, multidisciplinary, permanent or temporary.
- Creates visitor delight and enriches Santa Cruz as an arts destination.

DRAFT