



Arts Commission
Regular meeting
6:00 PM
Wednesday, March 11, 2015
City Council Chambers
809 Center Street
Santa Cruz, California 95060

Call to Order – Stacey Garcia, Vice Chair

Roll Call: Abra Allan, Chair; Stacey Garcia, Vice-chair; Jim Brown; Lee Duffus; Douglas Hull; Lorrie Kershner; and Edith Meyer.

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 February 11, 2015 (Attached)
Recommendation: Motion to approve minutes as submitted.

General Business Items

2. Temporary Art Guidelines (Attached)
Recommendation: Motion to approve draft Temporary Art Guidelines, to be presented to Council for final adoption at later date.
3. Street Performer Outreach
Discussion of current Ordinance No. 2014-13 which regulates “Display Devices” and what role the Arts Commission may play, if any, in outreach to street performers. There is no recommendation for action.
4. Arts Commission Study Session
Recommendation: Motion to schedule a 4-hour study session in April and to determine if a subcommittee should be formed to help plan the format of the Study Session. (Primary focus will likely be on using the recently adopted Arts Commission Vision, Mission and Values to evaluate and reinvigorate our current programs such as Murals, SculpTOUR, Graphic Traffic.)

Information Items – *No action may be taken*

- UCSC DANM Faire Saturday April 25th
- Beach Flats Mural
- City Arts - Social Media Intern

- City Arts Annual Report and Policies to Council – scheduled May 26, 2015
- Civic Renovation – Dannettee Shoemaker – scheduled May 13 meeting

Subcommittee/Project Oral Reports – No action may be taken

- SculptOUR – L. Kershner and E. Meyer
- Abbot Square – A. Allan and L. Duffus
- Murals – A. Allan and S. Garcia
- Civic Renovation – L. Duffus and D. Hull
- Ebb and Flow – S. Garcia and E. Meyer
- Website/Marketing/Outreach – D. Hull and E. Meyer
- Unsolicited Gifts and Proposals (ad hoc) – L. Kershner and J. Brown
- Street Performer Outreach – postponed for future discussion

Items Initiated by Members for Future Agendas – None

Adjournment – The Arts Commission will adjourn from its regular meeting of Wednesday, March 11, 2015 to its next regular meeting at 6:00 p.m. May 13, 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. 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.



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ACTION MINUTES

(Minutes are not official until approved)

Call to Order – Abra Allan, Chair

Roll Call:

Present: A. Allan, S. Garcia, J. Brown, L. Duffus, D. Hull, L. Kershner, and E. Meyer.
Staff: B. Ragel, Arts Program Manager; J. Mellor, Administrative Assistant II.

Statements of Disqualification – J. Brown recused himself from item 4.

Additions and Deletions – None

Oral Communications – None

Announcements – There were introductions of new and current commissioners.

Approval of Minutes

1. Arts Commission meeting minutes of November 12, 2014 (Attached)

Action: Motion by L. Duffus, seconded by S. Garcia to approve minutes as submitted.
Commissioner L. Kershner is disqualified due to her absence at the November 12, 2014 meeting.

Motion made by: L. Duffus

Seconded by: S. Garcia

Ayes: A. Allan, L. Duffus and S. Garcia

Nays: None

Disqualified: J. Brown, D. Hull, L. Kershner, and E. Meyer

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

Action: Motion by S. Garcia, seconded by L. Duffus to approve minutes as submitted.

Motion made by: S. Garcia

Seconded by: L. Duffus

Ayes: A. Allan, L. Duffus, S. Garcia and L. Kershner

Nays: None

Disqualified: J. Brown, D. Hull, L. Kershner, and E. Meyer

General Business Items

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

Action: Motion by J. Brown, second by D. Hull to approve the Arts Commission meeting schedule for 2015.

Motion made by: J. Brown

Seconded by: D. Hull

Ayes: A. Allan, J. Brown, L. Duffus, S. Garcia, D. Hull, L. Kershner and E. Meyer

Nays: None

4. Indicate official partnership with Arts Council Santa Cruz County on the Ebb & Flow project
Commissioner J. Brown recused himself from the vote and left the Chambers during this item.

Action: Motion by L. Duffus, second by D. Hull to approve action to indicate official partnership with Arts Council Santa Cruz County on the Ebb & Flow project.

Motion made by: L. Duffus

Seconded by: D. Hull

Ayes: A. Allan, L. Duffus, S. Garcia, D. Hull, L. Kershner and E. Meyer

Nays: None

Recused: J. Brown

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

This item was moved to after the Information Items and Subcommittee/Project Oral Reports.

Action: There was no formal action taken; commissioners were added to the following subcommittees: SculptTOUR, Civic Renovation, Ebb and Flow, Website/Marketing/Outreach, and Unsolicited Gifts and Proposals. Below is a list of the subcommittees with new members *italicized*.

SculptTOUR – L. Kershner and *E. Meyer*

Abbot Square – A. Allan and *L. Duffus*

Murals – A. Allan and S. Garcia

Civic Renovation – L. Duffus and *D. Hull*

Ebb and Flow – S. Garcia and *E. Meyer*

Website/Marketing/Outreach – *D. Hull and E. Meyer*

Unsolicited Gifts and Proposals (ad hoc) – L. Kershner and *J. Brown*

Street Performer Outreach – postponed for future discussion

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

Action: Motion by L. Duffus, seconded by L. Kershner to approve the Vision, Mission and Goals Statement as amended below: Removal of phrase “which are accessible” from third bullet point under Accessibility heading to read: “Clearly communicates opportunities for participation to all members of our community”.

Motion: L. Duffus

Second: L. Kershner

Ayes: A. Allan, J. Brown, L. Duffus, S. Garcia, D. Hull, L. Kershner and E. Meyer

Nays: None

Information Items – No action may be taken

- B. Ragel provided an update on Etsy Classes
- B. Ragel provided an update on Arts Commission Orientation/Training

- B. Ragel provided an update on CruzCal
- B. Ragel provided an update on Beach Flats Mural
- B. Ragel provided an update on New Economic Development website with Arts section

Subcommittee/Project Oral Reports – No action may be taken Moved before Orientation/Training

- A. Allan and S. Garcia provided an update on Public Murals
- J. Brown provided an update on Civic Renovation Project
- S. Garcia and B. Ragel provided an update on *Ebb and Flow* project

Items Initiated by Members for Future Agendas – Street Performer Outreach.

Adjournment – The Arts Commission will adjourn from its regular meeting of Wednesday, February 11, 2015 at 7:56 pm to its next regular meeting at 6:00 p.m. March 11, 2015 in City Council Chambers.

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Respectfully submitted:

Approved for Arts Commission:

Staff

Chair

OVERVIEW

The purpose of this document is to provide general direction in the review and placement of temporary works of art sited on public property. These are guidelines, not strict rules, and each temporary work of art will be considered on a case-by-case basis within the context of the City's Public Art Guidelines and other relevant policies.

Temporary public art adds to the range and impact of public art, providing a changing array of outdoor installations all year around. Temporary work of art can also allow for experimentation and testing of new technologies, locations and ideas.

Installations may last from two weeks to twelve months, typically remaining on view for three to six months. Exhibitions of shorter duration (two weeks or less) are classified as public events and are reviewed by the Special Event Coordinator, through the Special Event Permit process and in consultation and coordination with other affected city departments.

As with permanent public art, temporary public art may require additional permits (e.g. structural permits) and all works of art will be reviewed for safety, durability and suitability to the site.

Following the approval of a proposal, a contract agreement is issued to an artist and/or sponsoring. The contract should include insurance and indemnification requirements.

Temporary public art is not formally commissioned into the City's public art collection, but as a best practice, should be documented for cultural and historical purposes.

These guidelines exclude:

- Exhibitions of two weeks or less: Exhibitions of less than two weeks are classified as public events and are reviewed by the Special Event Coordinator through the Special Event Permit process and in consultation and coordination with other affected city departments.
- Ongoing Santa Cruz City Arts programs for the display of temporary and/or rotating works of art. Ongoing programs, such as sculpTOUR, are intended to provide the ongoing and regular display of temporary works of art and are subject to separate policies and procedures.

REVIEW AND COMMISSIONING PROCESS

An Internal Advisory Panel made of city staff will be established to oversee the process—assembled and coordinated by the Arts Program Manager. The Internal Advisory Panel will be entrusted with responsibilities regarding decisions related to commissioning and siting. This Panel may also seek additional support and advice from the other specialist City staff and/or the City's Arts Commission.

Temporary Works of Art in Santa Cruz

Guidelines for Review and Installation

The Internal Advisory Panel will oversee the commissioning of works of art and this process may vary, based on the objectives of the particular project. Generally, a site specific brief will be developed, with commissioning typically involving one of four options:

- 1) Direct commissioning;
- 2) Selected invitation;
- 3) Advertisements seeking expressions of interest, and/or
- 4) Proposal submitted by the Arts Commission, an artist or other organization

Member(s) of the Santa Cruz Arts Commission may propose temporary art installations, as long as such a proposal does not create a conflict of interest for the proposer or violate any City, State or Federal laws. Temporary works of art proposed by Arts Commission member(s) must be approved by the Commission and those approved shall then be reviewed by the Internal Advisory Panel for final approval.

Artists may be asked to prepare detailed information (drawings, maquettes, samples and budgets) prior to a selection being made. Depending on the project, a fee may be paid to the artist throughout this process.

SITING

While emphasis should be given to all major civic spaces across the City of Santa Cruz, consideration should also be given to spaces that are deemed appropriate and align with relevant policy documents or strategies.

INSTALLATION

If commissioned by the City of Santa Cruz, the City will generally fund installation costs. Installation will be undertaken by the City of Santa Cruz in consultation with the commissioned artist. If the temporary art is unsolicited or a gift, the City may require that the artist or proposing organization provide funds to offset the costs of installation.

SELECTION CRITERIA

Selection criteria will be refined by the Internal Advisory Panel, but will generally comply with the following:

- Reflect high quality contemporary arts practice;
- Demonstrate local distinctiveness and cultural diversity;
- Encourage participation by the community;
- Comply with existing planning, environmental management and heritage policies;

Temporary Works of Art in Santa Cruz

Guidelines for Review and Installation

- Be guided by existing master plan(s) or strategies (e.g. Santa Cruz Arts Master Plan, General Plan etc.) or through consultation with the appropriate city of Santa Cruz departments;
- Meet engineering, safety, traffic or other technical specifications determined by the city of Santa Cruz or other appropriate authorities, and
- Meet the site specific requirements outlined in any brief prepared for the project.

COMMUNITY CONSULTATION

The Internal Advisory Panel will decide whether community consultation is necessary on a project-by-project basis. Community consultation will generally be undertaken through the Arts Commission.

CONTRACTS

City of Santa Cruz will enter into a contract with the artist/s or sponsor organization. This contract will include but not be limited to:

- Commissioning process
- Ownership
- Relocation and removal process
- Timelines
- Consultation
- Project deliverables including a maintenance plan for the artwork
- Physical aspects of the project
- Insurance and indemnification
- Copyright considerations

Generally, the City reserves the right to use images/photos/footage of the temporary art works for non-commercial purposes.

Insurance for public art work on loan to the City of Santa Cruz, including insurance of the art work and the associated public liability insurance, will be negotiated with the artist/owner. City of Santa Cruz's Risk Manager will provide advice on these matters.

OWNERSHIP, MAINTENANCE AND REMOVAL

Temporary public art work installed through the process outlined in these guidelines will remain the property of the artist and the artist is responsible to maintain the work of art during the display period, unless a contract has been negotiated otherwise.

City of Santa Cruz, at times, may need to remove or relocate temporary public works of art.

Decisions for removal will be undertaken by the Internal Advisory Panel and will be based on:

- Condition of art work and/or the cost of maintenance;
- Current location of art work is no longer suitable or available and another appropriate site is unavailable;
- Terms of contract no longer able to be met, and
- Outcomes of community consultation, where applicable.

In this instance, the art work will be disposed of with reasonable notification to the artist or sponsoring organization and/or in compliance with the contract agreement signed by the artist or sponsoring organization.

DOCUMENTATION

While temporary works of art are not accessioned into the Public Art Collection, it is important to document the works of art for historical reasons.

The information will be prepared by the artist and/or sponsoring organization and will include:

- Artists name, curriculum vitae, artistic statement
- Name and date of the work
- Date of commission, completion and installation
- Any warranties, maintenance details including name of agent and manufacturer (if applicable)
- Construction/maintenance details
- Relevant dates
- Site/display information
- A photo or video record
- Documentation made during and after completion
- Approximate lifespan of the work
- Type of maintenance required for the duration of the contract and who is responsible
- What conservation is required duration of the contract and who is responsible
- Removal dates and requirements, and
- Any other relevant details.