



**Arts Commission**  
Regular Meeting/Study Session  
6:00 PM  
Wednesday, June 10, 2015  
Council Chambers  
809 Center Street, Santa Cruz, CA 95060

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**Call to Order** – Abra Allan, Chair

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

**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 May 13, 2015 (Attached)

Recommendation: Motion to approve minutes as submitted.

### **General Business**

2. Study Session: FY2016 Work Plan

Discussion of the FY2016 Work Plan.

**Adjournment** – The Arts Commission will adjourn from its Study Session of Monday, June 10, 2015 to its next regular meeting at 6:00 p.m. September 9, 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.



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**Call to Order** – A. Allan, Chair at 6:01 PM

**Roll Call:**

Present: A. Allan, Chair; S. Garcia, Vice-chair; J. Brown; L. Duffus; D. Hull; L. Kershner; and E. Meyer.

Absent: None

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

Guests: D. Shoemaker, Director of Parks and Recreation; Ellen Primack

**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 March 11, 2015 (Attached)

Action: Motion by D. Hull, second by S. Garcia to approve minutes as submitted.

A. Allan, L. Duffus and L. Kershner are disqualified due to absence at the March 11 meeting.

Motion made by: D. Hull

Seconded by: S. Garcia

Ayes: J. Brown, D. Hull, S. Garcia and E. Meyer

Nays: None

Absent: None

Disqualified: A. Allan, L. Duffus and L. Kershner

2. Arts Commission Study Session minutes of April 8, 2015 (Attached)

Action: Motion by J. Brown, seconded by L. Duffus to approve minutes as submitted.

Motion made by: J. Brown

Seconded by: L. Duffus

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

Nays: None

Absent: None

Disqualified: None

3. Arts Commission Study Session minutes of April 27, 2015 (Attached)

Action: Motion by S. Garcia, seconded by J. Brown to approve minutes as submitted. E. Meyer is disqualified due to her absence at the April 27<sup>th</sup> Study Session.

Motion made by: S. Garcia

Seconded by: J. Brown

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

Nays: None

Absent: None

Disqualified: E. Meyer

**General Business Items**

4. Civic Auditorium Renovation update

Action: There was no action taken on this item.

Commission received an update from Director of Parks and Recreation Dannettee Shoemaker and Chair of Leadership team for Civic Renovation Project Ellen Primack on the Civic Auditorium renovation. Additional information was provided by Commissioner J. Brown.

5. Mural Policy review (Attached)

Action: Motion by L. Kershner, seconded by J. Brown to adopt the Mural Policy with the edit changing the Age of Mural under the Evaluation of Deaccessioning or Conservation section from 15 years to 10 years.

Motion made by: L. Kershner

Seconded by: J. Brown

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

Nays: None

Absent: None

Disqualified: None

6. Program Guidelines Review (Attached)

Action: Motion by L. Duffus, seconded by L. Kershner to adopt Program Guidelines.

Motion made by: L. Duffus

Seconded by: L. Kershner

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

Nays: None

Absent: None

Disqualified: None

7. Letter to City Manager

Action: Motion by E. Meyer, seconded by L. Duffus to approve and send the letter to the City Manager with edits.

Chair A. Allan moved Informational Items and Oral Reports before the discussion and vote for the letter to allow the letter to be brought up on the Council Floor TV.

L. Kershner had to leave before the final vote but expressed support for the letter.

Motion: E. Meyer

Second: L. Duffus

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

Nays: None

Absent: L. Kershner

Disqualified: None

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

- Outreach/tabling at June 5<sup>th</sup> sculpture build/first Friday update by B. Ragel and A. Allan
- Outreach/tabling/survey at June 6<sup>th</sup> Ebb & Flow event update by B. Ragel
  - Outreach materials – buttons, business cards & table cloth. S. Garcia, D. Hull, A. Allan, J. Brown, and L. Duffus volunteered to assist with the tabling.
- City Arts - Social Media Intern update by B. Ragel
- City Arts Annual Report and Policies to Council update by B. Ragel
- Water Retention Facility project possibility update by B. Ragel

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

- SculpTOUR – There was no update for this item.
- Abbot Square – update by A. Allan, L. Duffus, and S. Garcia.
- Murals – the update for this item occurred in item 5 above.
- Civic Renovation – the update was provided in item 4 above.
- Ebb and Flow – the update for this happened in during the Information Items above.
- Website/Marketing/Outreach – update by D. Hull, E. Meyer and B. Ragel.
- Unsolicited Gifts and Proposals (ad hoc) – there was no update for this item.
- Street Performer Outreach – there were not updates for this item, but D. Hull volunteered to take S. Garcia's place on the subcommittee to join J. Brown and L. Kershner.

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

**Adjournment** – The Arts Commission will adjourn from its regular meeting of Wednesday, June 10, 2015 at 7:55 PM to its next regular meeting at 6:00 p.m. June 10, 2015 in City Council Chambers. Agenda will focus on FY16 work plan and prioritizing projects.

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Respectfully submitted:

Approved for Arts Commission:

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Staff

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Chair

**Decision-Making Rubric to assist with Work Plan development**

(Note: This rubric is just one tool for work plan development. For specific programs or projects, any art selection process will have criteria based on the goals of the project. For example, a mural applicant must demonstrate an understanding of wall preparation and graffiti mitigation.)

Key Value	Metric 1	Metric 2	Metric 3	SCORE
Quality of Life	Instills pride, stewardship of place, cultural identity	Stimulates and supports economic development	Leads to a community understanding of the value of the arts in their everyday lives	
Accessibility	Welcomes and encourages community participation in the arts	Processes, goals and policies are fully transparent and easily accessible	Clearly communicates opportunities for participation to all members of our community	
Collaboration	Catalyzes and strengthens collaborations with organizations, community groups, individuals and/or other departments of the city	Brings members of our community together in meaningful ways	Expresses and enhances local stories, interests, traditions, places and culture in Santa Cruz	
Vibrancy	Highly visible	Forms and functions are multisensory and/or multidisciplinary	Creates visitor delight and enriches Santa Cruz as an arts destination	
Feasibility	Proposal demonstrates financial feasibility	Attracts and encourages investment and tourism	Supports artists & stimulates arts sector	