

CITY OF SANTA CRUZ  
City Hall  
809 Center Street  
Santa Cruz, California 95060



## ARTS COMMISSION

### Regular Meeting

September 13, 2017

6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

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 (831) 420-5030 at least five days in advance so that we can arrange for such assistance, or email [cityclerk@cityofsantacruz.com](mailto:cityclerk@cityofsantacruz.com). The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the Zoning Administrator less than 72 hours before this meeting is available for inspection at the City Planning Department, 809 Center Street, Room 107 or on the City's website at [www.cityofsantacruz.com](http://www.cityofsantacruz.com). These writings will also be available for review at the Zoning Administrator meeting in the public review binder located at the rear of the Council Chambers.

**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.

Other - 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.

Call to Order

Roll Call

Announcements

Statements of Disqualification - No action may be taken.

**Oral Communication - Audience comments not related to a General Business item.**

**Approval of Minutes**

1. Arts Commission Action Minutes from 6/5/17 and 8/9/17

**General Business**

2. City wayfinding signage project - incorporating art images

Presentation by Amanda Rotella, Economic Development Coordinator, regarding the idea to depict city murals on the backside of wayfinding signs and seeking input from the Arts Commission.

3. Unsolicited proposal from Kathleen Crocetti

Presentation by local artist, Kathleen Crocetti, seeking general approval to move forward with a grant application. If the grant is received, Kathleen will work with the City and Arts Commission to design public art to go on one or more City parking garages.

4. Planning for Arts Commission "retreat" or study session

Discuss scheduling a winter retreat, in compliance with Brown Act open meeting laws, to focus on next steps in updating the 2008 Arts Master Plan and discuss how the Arts Commission and City Arts can better address and consider cultural equity. Discuss forming a subcommittee to plan for the retreat and focus on these topics. See an overview of the topic at the AFTA website:  
<http://www.americansforthearts.org/about-americans-for-the-arts/statement-on-cultural-equity>

**Subcommittee/Project Oral Reports - No action may be taken (\*Indicates committee lead)**

- % for Art subcommittee(s)—Williamson and Garcia (ideas for use of % for art funds)
- Performing Arts program - Garcia
- Murals & Graphic Traffic-Kershner, Tartaro & Leong
- Rail Trail planning - \*Garcia, Williamson & Leong
- Marketing & Outreach - \*Lock and Garcia (Beth set up meeting with interns)
- SCRAP - Tartaro and Lock
- "BIG ideas" - Supporting Arts Sector - Lock, Kershner and Williamson
- Ebb & Flow - Leong
- sculpTOUR - Meyer and Kershner
- Unsolicited Proposals - Kershner & Lock

**Information Items for Staff - No action may be taken.**

Murals: SCOPE park, Diversity Center, and Mandala

SCRAP Update: Show at Blitzler in February, recap of this year

Rail Trail Update - budget update & call for poetry submissions

CruzCal.org update

**Adjournment**



## Arts Commission

### **DRAFT ACTION MINUTES**

Wednesday August 7, 2017

6:00p.m.

Council Chambers

809 Center Street, Santa Cruz, CA 95060

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**Call to Order** – Bennett Williamson -Chair

**Roll Call:** Bennett Williamson –Chair, Mary Tartaro—Vice-chair; Edith Meyer and Stacey Garcia  
Already excused absences: Lorri Kershner, Louise Leong and Suna Lock.  
Staff: Beth Tobey, Arts Program Manager

### **Statements of Disqualifications.**

*No action may be taken.*

**Oral Communications.** Audience comments not related to a General Business item.

### **General Business**

#### 1. Public Hearing

Hearing regarding a mural proposed for SCOPE Park. SCOPE Park located at North Pacific Avenue and Mission Street (36.977205, -122.027398), that is 55 feet long and 13feet high (715 square feet.)

Artist Sarah Bianco (<http://www.sarahbianco.com/>) presented her concept titled “Jump In!” Commissioners Garcia and Williamson encouraged her to think about how to involve the public with the mural in some way, one idea suggested was to use local children as the models.

Commissioner Meyer made a motion to approve the mural as presented by the artist. Commissioner Tartaro seconded the motion. The motion passed unanimously.

#### 2. Friends of State Parks unsolicited request of \$1,000 to support the 5<sup>th</sup> annual Mole & Mariachi Festival *Staff will provide an overview and Jo Kenny Parks, Philanthropy Director for Friends of Santa Cruz State Parks, will be present to answer questions.*

Commissioner Garcia made a motion to fund the project at a “Platinum level” of \$3,700 and Commissioner Leong seconded the motion. The motion passed unanimously.

**Adjournment** – The Arts Commission will adjourn from this special meeting to its regular meeting on **September 13, 2017** at 6:00 p.m. in City Council Chambers.

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## Arts Commission

### **DRAFT – Action Notes**

Wednesday June 7, 2017

6:00p.m.

Council Chambers

809 Center Street, Santa Cruz, CA 95060

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**Call to Order** – Bennett Williamson -Chair

**Roll Call:** Present: Bennett Williamson—Chair, Mary Tartaro—Vice-chair; Edith Meyer, Stacey Garcia, Lorri Kershner; Suna Lock, Louise Leong  
Staff: Beth Tobey, Arts Program Manager

**Announcements.**

**Statements of Disqualifications.**

*No action may be taken.*

**Oral Communications.** Audience comments not related to a General Business item.

### **Approval of Minutes**

1. Arts Commission Action Minutes from May 10, 2017

Leong made motion to approve the minutes, correcting one error – that Kershner had been added to the Supporting the Arts Sector Subcommittee. Lock and Williamson are also on the Committee.

**Commissioners Lock Kershner and Williamson were nominated to join the committee with Commissioner Lock who is representing both the DTA and the Commission.**

### **General Business**

1. SCRAP report

*Presentation by Tauna Coulson, SCRAP Program Coordinator*

2. Public Hearing

*Hearing regarding a mural proposed by the Diversity Center youth program to be placed on privacy wall that faces Laurel and Center streets at the Loudon Nelson Center - 301 Center St, Santa Cruz, CA 95060.*

Staff Recommendation: Approval or approval with conditions to be defined.

Hearing order:

1. Presentation by Diversity Center staff and artists
2. Arts Commissioner questions
3. Public Comment –three minute limit per speaker
4. Commission deliberation and decision

Artists Manny Garcia and Oliver Whitcroft gave a presentation on the mural concept and images and how they had developed the themes in conversation with the teens. They also spoke to the comment cards received at the neighborhood meeting they held on June 5<sup>th</sup>. Eight comment cards were collected (and included with the Arts Commission meeting packet.)

2 of 2

The Commission asked a variety of questions after the presentation.

Public Comment – Sadie Reeve and Andrew Sandez spoke in favor of the mural Both were teens in the Diversity Center youth program.

Commissioner Lock noted that the explanation was “extraordinary” and it seemed to her that a plaque or sign should accompany the mural – to explain it.

Staff Beth Tobey said she could find money in the budget for a sign/plaque.

Commissioner Lock made a motion to approve the mural, as presented, and with the provision that a plaque be funded. Commissioner Kershner seconded that motion. The motion passed unanimously by the Arts Commission and the mural project was approved.

3. Art League report  
*Presentation by Val Miranda, Executive Director, regarding new programs at the Art League*
4. Review of Public Art Guidelines and Unsolicited Proposals Policy  
*Staff, Beth Tobey, provided an overview and refresher for the Arts Commission*

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

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

1. Ebb & Flow recap

2. Mariah Roberts mural at Neary Lagoon
3. SCOPE Park mural update

**Adjournment** – The Arts Commission will adjourn from its regular meeting to **August 9, 2017** at 6:00 p.m. in City Council Chambers for a **PUBLIC HEARING** regarding a mural at **SCOPE Park**.

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