

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



## ARTS COMMISSION

Regular Meeting

January 10, 2018

**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 November, 2017

## General Business

### 2. Tauna Coulson – SCRAP Program Coordinator

Update/preview of SCRAP show. This is our third [SCRAP](#) exhibition and will be held at the [R. Blitzer Gallery](#) through February! Opening Night is **Friday Feb. 2nd from 5:00 - 9:00pm**. This year will see the addition of spoken talent with either word or poetry presented at both opening night and our **Artist's Talk on Saturday, February 17th at Noon**.

### 3. Senderos request for sponsorship:

The mission of Senderos is to create pathways to success and build community by sharing Latino culture and history through performing arts and by fostering educational opportunities. In 2013 Senderos became an independent nonprofit while still retaining strong linkages with Santa Cruz City Schools and utilizing school facilities to hold classes and events.

Senderos is rooted in the cultural experience of the Mexican immigrant community in Santa Cruz. By teaching and performing traditional music and dance from the Mexican culture, especially from Oaxaca. Our many popular public performances break down barriers and increase understanding and acceptance of diversity in our community.

Senderos serves over 200 annually. Our programs are open to all ethnicities, have no age limit, and accept performers regardless of experience. All programs are free of charge and include after school music and dance classes for youth as well as educational support and scholarships to promote academic success. Senderos provides equitable access to performing arts since most of the families served are low-income and could not afford these extra-curricular opportunities for their children without these programs. **Centeotl Danza y Baile** students learn the customs, language, and traditions that each folkloric Mexican dance represents, with a repertoire that currently includes traditional dances from 14 of the 32 Mexican states. **Ensamble Musical** teaches beginning vocals, music reading, and instrumentation, with the long-term goal of providing the musical accompaniment to our Centeotl dancers. Rehearsals are held in the early evenings and Saturdays to accommodate the schedules of families. 64% of participants are Oaxaqueño, 28% are from other regions of Mexico, 8% are White. A large majority of our students' parents immigrated from Mexico, and most will be first in their families to attend college.

*See additional information and photos attached.*

Staff recommendation: Provide a \$5,000 sponsorship for the Guelaguetza 2018 and talk further at our Arts Commission retreat about how to approach sponsorships for cultural and/or performing arts events in the future. (Staff recommends we develop a policy and/or consistent approach for sponsorships like this.)

**4. Goodbye to Commissioner Stacey Garcia and thank you for your work and dedication to the Arts Commission and arts & culture in Santa Cruz!**

Commissioner Garcia has served on the Arts Commission for four years and been an advocate for cultural inclusivity and increased community engagement in general. She has served on the mural subcommittee, percent for art subcommittee, and Rail Trail subcommittee. Stacey is known for her kind, thoughtful questions and comments and for always considering how decision impact people - especially the vulnerable and marginalized.

Thank you for your service and dedication! We will miss you Stacey, but we certainly see you at Abbott Square!

**5. Information Items from Staff - No action may be taken.**

1. SCRAP reminder - show in February!
2. Ebb & Flow update - Soquel Bridge art finalists
3. Wastewater walk update - event in May!
4. Rail Trail update - adoption of plan at February 7<sup>th</sup> meeting
5. Reminder, February meeting is moved up one week to February 7<sup>th</sup>
6. February meeting: New member, Rail Trail Master Plan, Retreat preview and info on Equity & Inclusivity
7. Reminder: Retreat is Weds February 21<sup>st</sup>, 5:00pm-8:00pm at Outside on the West Side. Details to follow.

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

**Subcommittees -**

- Inventory/Deaccessioning - \*Lock, Meyer and Williamson
- % for Art subcommittee(s)—Williamson and Garcia
- sculpTOUR - Meyer and Kershner
- Performing Arts program - \*Williamson and Garcia
- Murals & Graphic Traffic -Kershner, Tartaro and Leong
- Rail Trail planning - \*Garcia, Leong and Williamson
- Marketing & Outreach - \*Lock and Meyer
- SCRAP - Tartaro and Lock
- "Big Idea" Supporting Arts Sector - Lock, Kershner and Williamson
- Ebb & Flow -Leong

**Adjournment**

CITY OF SANTA CRUZ  
City Hall  
809 Center Street  
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## ARTS COMMISSION

### **DRAFT Action Minutes**

November 8, 2017

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

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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 :** Chair Williamson did roll call, and all Commissioners were present -Garcia, Kershner, Leong, Lock, Meyer, and Tartaro.

#### **Announcements:**

Stacey Garcia announced that the January meeting would be her last. She has enjoyed serving but as her term ends she won't apply for a second term. She has become increasingly busy at MAH and Abbott Square and needs to focus on that.

Commissioner Williamson noted the "Lser Talk" series at UCSC and said he would send out info.

**Statements of Disqualification - None**

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

### Approval of Minutes

1. Arts Commission Action Minutes from 9/13/17

Commissioner Garcia motioned for approval of the minutes as written, Meyer seconded. The motion passed unanimously.

### General Business

2. Michelle Williams, Arts Council Santa Cruz County presentation

Michelle will present a recap of the 2017 Ebb & Flow River Arts festival and present some new ideas for Ebb & Flow 2018.

Staff recommendation: The Commission fund Ebb & Flow at \$45,000 for 2018 - which is \$5,000 more than last year.

Commissioner Leong made a motion to contribute \$40,000 from the Water % for Art fund to Ebb and Flow 2018. Commissioner Lock seconded it. The motion passed unanimously.

3. Wayfinding Signage update and discussion:

Economic Development Coordinator, Amanda Rotella, will follow up with the Commission regarding the idea to incorporate images of public art on the backside of new street signs.

Staff recommendation: The Commission approve hiring an artist/curator to use images of existing public art for display on the backside of wayfinding signs. There will be about 100 new signs installed in the next year - and we anticipate choosing 10-15 images. The City will plan for incorporating new art as new public art is created in Santa Cruz.

Commissioner Kerscher made a motion to support hiring a designer/curator to review the existing public art collection, determine thumbnail or "close crop" shots to be used on the back of signs and think strategically about the location of each image/sign. Commissioner Tartaro seconded. The motion passed unanimously.

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

Reports and thanks from Friends of SC State Parks/Mole & Mariachi Festival sponsorship and Natural History Museum/Summer Art Series Sponsorship.

Mural: SCOPE Park, Diversity Center, and Mandala

Save the date - Sunday, November 19<sup>th</sup> for SCOPE Park celebration 3:00pm-4:00pm

SCRAP Update

Public Figures - 1550 Pacific St

Retreat Planning update - and moving back to Jan 24th

"Big Ideas" planning update

Rail Trail poetry

5. **Subcommittee/Project Oral Reports - No action may be taken (\*Indicates committee lead)** Rail Trail U

**Subcommittees –**

- Inventory/Deaccessioning - \*Lock, Meyer and Williamson
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- sculpTOUR – Meyer and Kershner
- Performing Arts program - \*Williamson and Garcia
- Murals –Kershner and Tartaro
- Rail Trail planning – \*Garcia, Leong and Williamson
- Marketing & Outreach - \*Lock and Meyer
- SCRAP – Tartaro and Lock
- "Big Idea" Supporting Arts Sector – Lock, Kershner and Williamson
- Ebb & Flow – Tartaro and Leong

**Adjournment**

Commissioner Lock motioned to adjourn. Commissioner Kershner seconded. The motion passed and meeting was adjourned.

CITY OF SANTA CRUZ CITY ARTS PROGRAM

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**SPONSORSHIP for PERFORMANCE PROJECT APPLICATION**

AMOUNT REQUESTED: \_\_\_\_\_ \$5,000 \_\_\_\_\_

DONOR/PROPOSER'S NAME: \_\_\_\_\_ **Fe Silva, Director** \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_ **Senderos** \_\_\_\_\_

ADDRESS: \_\_\_\_\_ **840 N. Branciforte Avenue** \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_ **Santa Cruz, CA 95062** \_\_\_\_\_

TELEPHONE: (831) 854-7740 – Senderos message \_\_\_\_\_ (Day) \_\_\_\_\_ (Eve) \_\_\_\_\_ N/A \_\_\_\_\_ (Fax)

CONTACT PERSON: Carolyn Coleman, Board Member (831) 234-2676 \_\_ EMAIL ADDRESS: Carolyn.coleman@scsenderos.org

Please provide a short summary of the project in 2-5 sentences:

Senderos is requesting \$5,000 to help us bring student musicians from Oaxaca to accompany our own dance group in performance at our signature event, Vive Oaxaca Guelaguetza, an authentic music, dance, food, and artisan cultural festival. The 13<sup>th</sup> annual festival will be held on Sunday, May 20, 2018 at the San Lorenzo Park Benchlands from 9am to 5pm. This festival was created to share the rich culture of Oaxaca with the Santa Cruz community with over 4,000 attendees annually. The week before the Guelaguetza, Senderos, in cooperation with the MAH, presents the traditional Calenda (procession) and Cooper street fiesta where the guest musicians will also perform.

**THE FOLLOWING ATTACHMENTS ARE REQUIRED:**

- **NARRATIVE PROPOSAL** including the proposed performance location, concept, timeline for completion, number and type of performances, and costs on no more than 2 pages.
- **PROJECT BUDGET** outlining all costs associated with the project, including design, fabrication and installation and why you are requesting the amount listed.
- **PHOTOGRAPH or MAP** of the proposed location(s)
- **ORGANIZER'S RESUME and 3 PROFESSIONAL REFERENCES** on no more than 2 typed pages
- **10 SLIDES OR PHOTOS OF ARTIST'S PAST WORK** completed during the past 3 years.
- **SLIDE OR PHOTOS LIST** describing the 10 slides or photos, including artist's name, title, media, dimensions, date of completion and location, if public art

I/we understand that I/we must (1) Participate in the City Arts Review Process; and, ( 2) Present my/our proposed artwork donation for review and acceptance by the City of Austin Art in Public Places Panel and other appropriate boards, commissions and/or neighborhood associations in accordance with the City's *Unsolicited Works Of Art* Policy.



Proposer Signature

12/16/17  
Date

The mission of Senderos is to create pathways to success and build community by sharing Latino culture and history through performing arts and by fostering educational opportunities. Senderos is an all-volunteer organization that was founded in 2001 as a Santa Cruz City Schools after school dance club by sisters Fe Silva and Nereida Robles. Fe and Nereida, who both worked as School/Community Coordinators, recognized that it was critical to connect youth with their cultural heritage and help guide them on the path to academic success, while providing positive after-school activities to keep kids safe and away from unhealthy choices, including gangs and drugs. In 2013 Senderos became an independent nonprofit while still retaining strong linkages with Santa Cruz City Schools and utilizing school facilities to hold classes and events.

Senderos is rooted in the cultural experience of the Mexican immigrant community in Santa Cruz. By teaching and performing traditional music and dance from the Mexican culture, especially from Oaxaca, we validate the basic and important human need to honor and keep alive the culture of origin. Linking young people to their heritage enhances self-esteem and promotes family unity. Dancers and musicians feel a great sense of pride in sharing their cultures of origin and artistic achievements by performing in the community. Many Oaxaqueños are indigenous with darker skin and often suffer prejudice, even from other Mexicans. By publicly celebrating their culture with dance, music, and food, Oaxaqueños develop pride and are less likely to internalize experiences of racism. Our many popular public performances break down barriers and increase understanding and acceptance of diversity in our community.

Senderos serves over 200 annually. Our programs are open to all ethnicities, have no age limit, and accept performers regardless of experience. All programs are free of charge and include after school music and dance classes for youth as well as educational support and scholarships to promote academic success. Senderos provides equitable access to performing arts since most of the families served are low-income and could not afford these extra-curricular opportunities for their children without these programs.

**Centeotl Danza y Baile** students learn the customs, language, and traditions that each folkloric Mexican dance represents, with a repertoire that currently includes traditional dances from 14 of the 32 Mexican states. **Ensamble Musical** teaches beginning vocals, music reading, and instrumentation, with the long-term goal of providing the musical accompaniment to our Centeotl dancers. Rehearsals are held in the early evenings and Saturdays to accommodate the schedules of families. 64% of participants are Oaxaqueño, 28% are from other regions of Mexico, 8% are White. A large majority of our students' parents immigrated from Mexico, and most will be first in their families to attend college.

In 2017 our dancers and musicians performed in 30 community and school events shared their pride in the rich culture of Mexico with the Santa Cruz community and reaching an estimated 22,000 audience members at: MAH's Beyond Borders, Friends of State Parks Mole & Mariachi Festival, Arts Council Ebb & Flow Festival, Downtown Holiday Parade, Grey Bears Seniors Holiday Lunch, Santa Cruz Dance Week, and many other events.

Senderos stays connected to our Oaxacan roots with an authentic dance, music, food, and artisan cultural festival, **Vive Oaxaca Guelaguetza**. The Guelaguetza is a traditional celebration in Oaxaca, Mexico. Guelaguetza means "to share", and the Guelaguetza event shares with the community at large the rich traditions of the state of Oaxaca: native languages, food, music, and art from indigenous people. The traditional dances presented throughout the day are from the seven regions of Oaxaca. La Guelaguetza in Santa Cruz brings families together. Those attending the festival express their appreciation of "spending the day in Oaxaca." We also offer free booths to community nonprofits to share information and resources with the community; participants have included MAH, Monterey Bay Aquarium, Second Harvest Food Bank, Community Bridges, Food What, CASA, and Planned Parenthood, among others.



The Guelaguetzta was first held in the Civic Auditorium, and then as it grew we moved to the Harbor High School football field. Harbor will install artificial turf next year and will no longer allow festivals to take place on the field. We are excited to bring this festival, which the Santa Cruz Sentinel last year headlined as an “official Santa Cruz cultural tradition,” to the San Lorenzo Park Benchlands. This event will positively activate the space along the San Lorenzo Riverway and bring many new visitors to downtown Santa Cruz.

In the weeks preceding the Guelaguetzta we present two other important Oaxacan cultural traditions. First, at the Diosa Centeotl cultural scholarship competition, judges select a young woman to preside over the Guelaguetzta as the “Goddess of Corn.” Secondly, we present a traditional Calenda (procession) with musicians, dancers, large puppets and community members parading through downtown Santa Cruz to a street fiesta on Cooper Street in cooperation with the MAH.

Attendance at the Guelaguetzta increased by 60% for our 10<sup>th</sup> anniversary festival in 2014 when we brought a well-known youth band from Oaxaca to accompany our own Centeotl dancers. 2018 will be the fourth year of our transnational cultural exchange program with **Centro de Integración Social No. 8 (CIS)**, a public boarding school located in the mountains of Oaxaca. CIS is renowned for its Banda de Viento (wind band), a school of music with European influences, is traditional, classical, and refined, and it is differentiated from and more rare than popular “banda” music. Banda de Viento music is included regularly in rituals, parades, and cultural and religious ceremonies. Musicians who play Banda de Viento style are becoming increasingly rare in California. This transnational connection coincided with Senderos establishing an after-school music program, **Ensamble Musical**, to keep the Banda de Viento tradition alive, and to connect youth musically with their heritage. When the group of CIS musicians visit in May they work intensively with our youth band. During their visits, they have performed at UCSC, the MAH, and various schools including a joint class with Santa Cruz High Band each year.

The total cost to bring 20 CIS student musicians ages 12-20 and their Professor Camilo Jiménez Fernández for a two+ week visit to Santa Cruz is \$18,000. All CIS students are indigenous, coming from impoverished farm-working families. Our request for \$5,000 will help to pay a share of their travel expenses. We receive grants to support our performing arts activities from Arts Council Santa Cruz County, Community Foundation Santa Cruz County, California Arts Council’s Cultural Pathways program, Alliance for California Traditional Arts (ACTA), David Kaun and Abigail Kaun Fund. The rest of our funding comes from ticket sales and charitable contributions. In 2018 we project that the Guelaguetzta will provide close to 50% of Senderos’s \$95,000 budget total. Our project budget is attached.

#### Work plan and timeline for the project:

- January - December 2018: dance and music instruction 4-6 hours a week, except July
- January - February 2018: Begin process for visa approval for CIS musicians
- February 2018: Begin longer rehearsals for the Guelaguetzta festival
- March - April 2018: Make travel arrangements for CIS musicians
- May 2018: CIS musicians in Santa Cruz for two weeks for intensive practice with Ensamble Musical and performances: Calenda/Procession and Cooper Street Fiesta in cooperation with MAH on May 12 and Vive Oaxaca Guelaguetzta at San Lorenzo Benchlands on May 20. (Senderos is also in discussion with Friends of State Parks for a Cinco de Mayo performance by CIS musicians at the Mission)..

This is a unique opportunity for the Santa Cruz community to experience a truly Oaxacan cultural event, with local dancers from Senderos and the fabulous music of the CIS Banda de Viento. Senderos is bringing art, culture, and community together to create pathways for a brighter future. Thank you for your consideration of sponsorship for the 2018 Vive Oaxaca Guelaguetzta in Santa Cruz. Gracias!

## **SENDEROS ORGANIZERS AND REFERENCES**

Senderos is an all-volunteer, community-based, nonprofit organization committed to empowering participation and leadership from within our immigrant community. We operate with a collaborative structure. Our Board of Trustees includes youth, parents, educators, and community members all committed to the Senderos mission. We have working committees, and bimonthly general meetings conducted in Spanish open to all members of our Senderos community with dialogue, input, planning, and decision-making.

**Fe Silva Robles, Senderos Director** – Fe is the co-founder of Senderos. She coordinates the day to day operations of our dance and music programs as well as community performances and La Guelaguetza. Fe has studied dance since elementary school in Santiago Laxopa, Ixtlan, her native village in the northern mountains of Oaxaca, México. She graduated from a public boarding school that taught her how to work in any environment and with all types of communities. She completed her teacher college education with a minor in dance in Mexico. She learned English at age 36 when she moved to the U.S. Fe returns to Oaxaca every summer and has well established cultural arts connections in Mexico. Fe also consults with the UCSC Department of Linguistics in developing the Nido de Lenguas program to teach others her indigenous Zapotec language. Fe works as a bilingual Community Coordinator for Santa Cruz City Schools.

**Jenny Robles, lead Centeotl Danza y Baile Instructor.** Jenny began dancing at the early age of four in Oaxaca and was the first Centeotl dancer when she came to Santa Cruz at the age of 11. She has studied with Ramon Morones Ortiz (Los Lupenos), Juan Roman Castillo Vilorio (Oaxacan dance historian), Edgar Velasquez (Real de Antequera), Daniel Del Valle and Mario Cabrera (Ballet Folklorico de la Universidad Veracruzana), Ricardo Baca (Ballet Folklorico de la Universidad de Colima), and Janet Jones (Esperanza del Valle, where Jenny also performs). She teaches at Danzantes Unidos Festival, the largest gathering of folkloristas in the U.S. She consults with Instituto de Investigación y Difusión de la Danza Mexicana to keep traditional dances authentic. Jenny works as the bilingual Registrar at Soquel High School.

**Professor Camilo Jiménez Fernández, Ensamble Musical consultant.** Camilo has been the Director of the music department at CIS since 2002. He has directed bands with notable singers and is an accomplished trombonist. Mr. Jimenez participated in an exchange program with the University of Columbia Heights Educational Campus, Washington D.C. in 2011, and attended a music course in California with maestro Carl Christensen. In 2013 Camilo served as director in a Banda de Viento workshop with bands from 11 different countries.

**Curt Coleman, Senderos Board President.** Curt is a retired Santa Cruz City Schools Administrator and has been supporting Senderos since 2003.

**Nereida Robles, Senderos Board Vice-President and Senderos Education Coordinator.** Nereida is the co-founder of Senderos. She immigrated to the U.S. from Oaxaca when she was 22 years old and learned English at Adult Education. While working full-time and raising a child as a single parent, Nereida earned an A.A., B.A., Masters in Social Work, and will complete the doctoral program in Education Leadership at San Jose State University in May 2018. Nereida is a Social Worker for Santa Cruz City Schools. She sees first hand that Senderos has helped children with positive development, since it promotes healthy families and more affirmative mechanisms of acculturation.

## SENDEROS GUELAGUETZA BUDGET PROJECTION FOR May 2018

Supplies / fruit	1,200
Senderos Booth Supplies	1,000
Permits (expect waivers)	
Insurance	500
Security/Custodial Services	3,400
Equipment Rental (generator, toilets, fencing)	2,500
Stage (materials, forklift rental)	500
Publicity (radio, TV, print)	3,000
Video, Live Stream, Social Media	2,400
Printing/copying (posters, tickets, programs)	1,000
Sound technician	1,300
<b>Travel expenses including visas - CIS musicians</b>	<b>6,600</b>
<b>Airfare - CIS musicians</b>	<b>11,400</b>
<b>Food/local transport for CIS musicians</b>	<b>2,000</b>
Miscellaneous	200
<b>TOTAL EXPENSES</b>	<b>37,000</b>

We are requesting \$5,000, which represents 25% of the total cost to bring 20 student musicians and their professor from Zoogocho, Oaxaca, Mexico for a two-week transnational cultural exchange in May, 2018.. The musicians from Centro de Integración Social No. 8 (CIS) perform at the Calenda/Fiesta downtown, at the Guelagueta Festival, and other community events during their stay. They are hosted by local families and Santa Cruz City Schools so there is no lodging expense associated with their visit. We also receive donations for their food, so we keep the cost of their room and board very low. While they are in Santa Cruz, they learn about our region with excursions to Natural Bridges State Park, the MAH and downtown, Seymour Center, Monterey Bay Sanctuary Exploration Center, Castro Adobe, Monterey Bay Aquarium, Boardwalk, UCSC, San Francisco. Local business that have treated them include: Penny Ice Creamery, Pizza My Heart, Taqueria Agave, Mission Hill Creamery, Maya Restaurant, Pacific Cookie Company.

### Other Donated/In-Kind Services

- County Office of Education has supported the Guelagueta the last two years by donation \$1000 in printing costs.
- Miller Maxfield Inc, a local public relations firm provides pro-bono design services for our posters, tickets, outreach flyers.
- Maverick Mailing, a Santa Cruz full-service printing company, provides some pro-bono printing to Senderos.

## SENDEROS – TEN IMAGES DESCRIPTION

1. CIS in Calenda field Guel2017 – The CIS musicians from Oaxaca lead the Calenda/procession of musicians and dancers which circles the grounds and brings everyone's attention to the opening ceremony of the Guelaguetza festival – May 21, 2017 at Harbor High School



2. Field Guel2017 – Senderos' Centeotl Danza y Baile dancers follow the CIS musicians through the crowd drawing them to the opening ceremony of the Guelaguetza festival – May 21, 2017 at Harbor High School



3. Grupo Infantil on stage Guel2017 – Senderos’ Centeotl Grupo Infantil (younger dancers) perform on stage at the Guelaguetza festival, May 21, 2017 at Harbor High School



4. Centeotl y CIS Guel2017 – Senderos’ Centeotl Danza y Baile and CIS & Senderos musicians perform throughout the day at Guelaguetza festival on May 21, 2017 at Harbor High School. This dance is *Chilenas de Santiago Pinotepa Nacional*, which establishes a union between song and music.



5. CIS on stage Guel2017 – CIS Banda de Viento performing at the Guelaguetza Festival, May 20, 2017 at Harbor High School. We were very proud that this was the first year four of Senderos' Ensamble Musical students were accomplished enough to perform with this renowned visiting band.



6. Guel La Pina2016 – This is a photo of the famous "Flor de Piña" - the pineapple dance which is the traditional ending dance of the Guelaguetza...a crowd favorite! This photo of Senderos' Centeotl Danza y Baile group was taken May 15, 2016 at Harbor High School. Notes about the dance: The region Cerro del Conejo once did not have a characteristic dance for the Guelaguetza. In 1958 the governor of the state sent to Tuxtepec the musical score *Flor de Piña* for choreography to be created. Professor Paulina Solis Ocampo created a dance for women only, dressed in outfits from the towns of Ojitlan, Jalapa de Díaz, Valle Nacional, Ixcatlan and Usila. They carry on their shoulders a pineapple from Loma Bonita, which represents the happiness of the women for a good pineapple harvest.



7. Stage View Guel2017 - The Guelaguetza stage view – May 21, 2017 at Harbor High School with 4,000 in attendance.



8. CIS EnsMus at City Hall – This photo was taken in May 2015, the first year the first CIS musicians came to Santa Cruz. They performed for the City Council to invite Councilmembers and the community to the Guelaguetza activities; they were accompanied by young members of Senderos' Ensemble Musical group.



9. Senderos Calenda May16 – This is a photo of the May 7, 2016 Calenda (traditional procession) which takes place the weekend before the Guelaguetza festival. Departing from Branciforte Small Schools Campus (one of sites where SC City Schools gives us space for after school dance and music programs), the procession is led by CIS musicians, followed by Senderos dancers and musicians and families. We walked down Water Street, here shown stopping to perform at Town Hall, then proceed down Pacific Avenue ending with a musical performance and community dancing at Abbott Square.



10. Calenda Cooper Street 2017 – On May 13, 2017 we the Calenda procession ended on Cooper Street with a free community fiesta. Since Abbott Square was in construction, the City Arts Commission helped us secure a street closure for this joyful street dancing, music, and traditional food. The MAH is partnering with us to continue this tradition in 2018 on May 12.





Santa Cruz Sentinel

# MUSIC

## Banda de Senderos gives young musicians a chance to perform at Mole & Mariachi Festival



The musical ensemble sponsored by the organization Senderos gives young people an opportunity to experience Mexican culture through traditional music. Contributed photo.

By **Wallace Baine**, *Sentinel Entertainment Editor*

POSTED: 09/06/17, 3:03 PM PDT

Generalizing about Mexican music is a fool's game. The musical legacy of Mexico is as vast and varied as that of its more vainglorious neighbor to the north. Despite its name, Santa Cruz's Mole & Mariachi Festival features more than just the familiarly lush sound of mariachi music. Take, for instance, Banda de Senderos, which will be performing at Saturday's festival at the Mission State Historical Park.

The horn-and-woodwinds band is an offshot of an after-school program sponsored by the Santa Cruz organization Senderos and features about a dozen young players on sax, clarinet, tuba and tambor. The band focuses on a particularly spirited and horn-heavy brand of music characteristic of the southern state of Oaxaca called "banda de viento."

Banda de Senderos will be one of several featured performers at the festival, along with the folklorico dance troupe Estrellas de Esperanza from Watsonville, Mariachi Gilroy and Mariachi Alma de Mexico. The groups will provide the backdrop of mole tasting from nine different local chefs. (Tasting kits come in two types: six tastings for \$10; or 10 tastings for \$15).

Banda de Senderos is a product of methodical musical instruction. Young musicians in the program are required to learn to read music and practice many hours a week. They also receive specialized instruction, said Senderos board member Nereida Robles.

“Senderos brings in a specialist instructor from a school in Oaxaca,” said Robles. “It’s a school that has been helping us every year. Instructors come in and volunteer their time as part of an internship with Senderos, and we’re very grateful for them.”

Senderos is an organization that provides many services for Santa Cruz County’s Latino community, particularly young people, from citizenship classes, to GED tutorials, to workshops on applying for colleges and scholarships.

Local students in the Senderos music program learn the styles and traditions of Oaxacan music, while pursuing their own interests and aptitudes.

Robles said that the students push themselves and support each other, while maintaining their grades in school. “This gives them a way to appreciate their art and another experience of learning something that enriches their soul.”

# Santa Cruz Sentinel

## MULTICULTURALISM

### Guelaguetza becomes an official Santa Cruz tradition

By **Ryan Masters**, *Santa Cruz Sentinel*

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**Skirts flair as folklorico dancers from Pinotepa Nacional perform at Guelaguetza, an Oaxacan cultural festival at Harbor High School Sunday. (Shmuel Thaler — Santa Cruz Sentinel)**

LIVE OAK >> Born of an Azteca spirit of community and a spring ritual to honor the gods of the field for their generosity, Vive Oaxaca Guelaguetza has transformed into a uniquely Santa Cruz ritual of pride and identity over the past 12 years.

On Sunday, more than 4,000 gathered in Harbor High’s football field to celebrate Oaxaca and on a day Santa Cruz Mayor Cynthia Chase proclaimed as Senderos Vive Oaxaca Day. Senderos, which developed from a seven-person dance troupe called Centeotl in 2001, was honored for its work bringing “art, education, culture and community together,” according to Chase.

“While we’re officially proclaiming today Vive Oaxaca Day in Santa Cruz, every day is Oaxaca Day in Santa Cruz County,” said Santa Cruz County Supervisor Ryan Coonerty.

“We want to thank Senderos and also affirm our commitment to protecting cultural spaces and ensuring the safety and protection of all Oaxacan people,” added County Supervisor John Leopold.

To the cry of “Vive Oaxaca!” the tight brass melodies of Banda de Música del Centro de Integración Social No. 8 San Bartolomé Zoogocho blared from the bandstand, and brightly colored Oaxacan parasols sprouted like flowers in the bleachers.

The Senderos scholarship winners, the first in their families to pursue higher education, took center stage. Each of the local high school students were recognized for their contributions to the organization and their culture.

Lindsey Nicole Aquino Robles, an 18-year-old Santa Cruz High senior, was also named this year’s “Goddess of the Corn.” Before the Spanish arrived in the 16th century, Oaxacan indigenous peoples paid homage to the goddess of corn through ceremony and ritual at the height of the rainy season. As a result, a local girl is chosen every year at Vive Oaxaca Guelaguetza to ensure another bountiful harvest.

The candidates must have at least one parent originally from Oaxaca and submit to a battery of interviews about the importance of retaining their Oaxacan heritage. “Dancing is in our blood,” said Aquino Robles. “My family danced long before we came to the U.S.” Aquino Robles has danced her whole life in Santa Cruz. In fact, she clearly remembers dancing in the very first Vive Oaxaca Guelaguetza at the Santa Cruz Civic in 2005. “So many people came we had to move to a new venue,” Aquino Robles said.

Yet her memories of growing up amid a transplanted Oaxacan culture encompass far more than dancing and music. “When we were very little, there was a lot of shame. We were picked on. Many young people turned to drugs and alcohol. We were in a totally different world, different language. By embracing Oaxacan heritage, we found pride and unity,” said Aquino Robles.

For more information about Senderos, visit [scsenderos.org](http://scsenderos.org).



**Oaxacan culture fills the football field at Harbor High School Sunday at Guelaguetza, an Oaxacan cultural festival at Harbor High School Sunday. (Shmuel Thaler — Santa Cruz Sentinel)**