

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



## ARTS COMMISSION

### Regular Meeting

February 7, 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 January 10, 2018

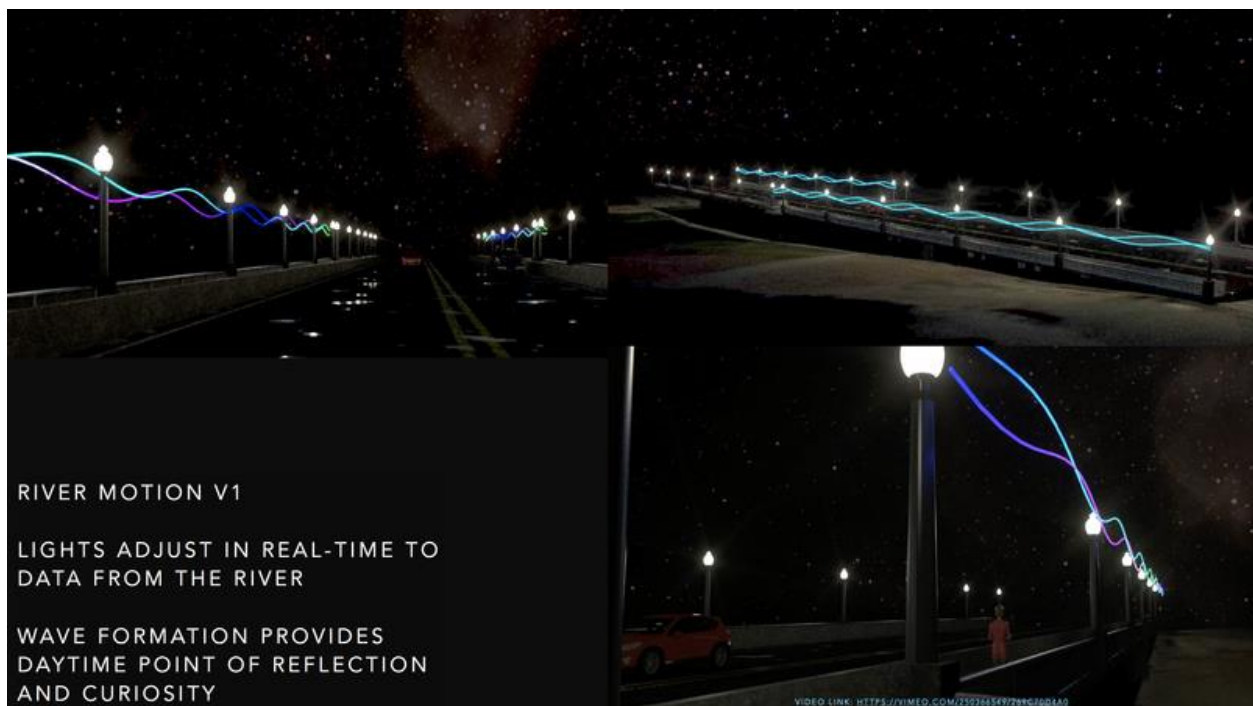
## General Business

1. Soquel Bridge Art Proposal

Presentation by Aron Altmark and Rachel Stoll of Visual Endeavors.

LINK to presentation:

<https://www.dropbox.com/s/k17rq8s9jwv3q6z/Visual%20Endeavors%20x%20Soquel%20Bridge%20PDF%20v3.pdf?dl=0>



### Artist Statement:

*Driving, riding, walking, or going under the bridge all require movement – like the river underneath it. The changes in the river may not be visible to most, but we're looking to inspire curiosity through a design that is influenced by your river.*

*This installation is meant to create an intrinsic connection point between the community of Santa Cruz and the San Lorenzo River, using large-scale light art to visualize the current state of the river and its surrounding inhabitants. Data gathered from USGS and other local agencies will be utilized in creating a visual spectacle on the LED lights that comprise the installation,*

*so that the health of the river as well as the state of the community around it will influence the overall visual canvas.*

*The bridge is one of many paths across the river, and we want to extend that journey beyond the festival of Ebb and Flow. While those who are “in the know” may experience and interact with the festival, many of our residents and tourists are still disconnected from the river and its history. Visual Endeavors believes that Santa Cruz is a city filled with beautiful places and a vibrant community that seeks a deeper connection to something bigger. We know we can provide this connection to community by blending technology, art, and storytelling on the Soquel Bridge.*

Staff recommendation: Approve the project as proposed.

2. Planning for Arts Commission study session

Facilitator Hannah Garcia will discuss our February 21, 2018 retreat and ask the Commission if they have any questions or comments leading into the retreat.

See an overview of the equity focus topic at the AFTA website:

<http://www.americansforthearts.org/about-americans-for-the-arts/statement-on-cultural-equity>

3. Rail Trail Art Opportunities Master Plan

Staff recommendation: Review plan for adoption at March meeting - or approve noting any edits.

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

Murals: Mural along Mission St.  
SCRAP

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

- % for Art subcommittee(s)—Williamson
- Murals & Graphic Traffic-Kershner, Tartaro & Leong
- Rail Trail planning - \*Garcia, Williamson & Leong
- Marketing & Outreach - \*Lock and Garcia (Beth set up meeting with interns)

- Ebb & Flow - Leong
- “BIG ideas” - Supporting Arts Sector - Lock, Kershner and Williamson
- sculpTOUR - Meyer and Kershner
- Unsolicited Proposals - Kershner & Lock

## **Adjournment**