

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



ARTS COMMISSION

Special Meeting

February 21, 2024

6:00 P.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS (809 CENTER STREET, SANTA CRUZ)

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. The Cal-Relay system number: 1-800-735-2922.

Written correspondence and telephone calls received after 5:00 p.m. on the day immediately prior to an Arts Commission meeting may not have time to reach Commissioners, nor be read by them prior to consideration of an item. Please make any communication to Commissioners regarding meeting items prior to 5:00 p.m. on the day immediately preceding a meeting.

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.

Agenda and Agenda Packet Materials: The Arts Commission agenda and the complete agenda packet containing public records, which are not exempt from disclosure pursuant to the California Public Records Act, are available for review on the City's website: <https://www.cityofsantacruz.com/government/city-departments/economic-development/city-arts/arts-commission> and at the Economic Development Office located at 337 Locust Street, Santa Cruz, California, during normal business hours.

Agenda Materials Submitted after Publication of the Agenda Packet: Pursuant to Government Code §54957.5, public records related to an open session agenda item submitted after distribution of the agenda packet are available at the same time they are distributed or made available to the legislative body on the City's website at: <https://www.cityofsantacruz.com/government/city-departments/economic-development/city-arts/arts-commission> and are also available for public inspection at 337 Locust Street, Santa Cruz.

Need more information? Contact Economic Development at 831-420-5150.

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. Approval of December 13, 2023 Minutes

Motion to approve as submitted.

General Business

2. CARD Project Beach Area Mural Approvals

1. Motion to approve the Beach Street Bathroom Mural Designs by Taylor Reinhold.

2. Motion to approve CARD Artist Taylor Reinhold's Climate Action Mural project at the Rail Trail Trestle site.

3. Election of Commission Officers 2024

Motion to Elect a Chairperson

Motion to Elect a Vice Chairperson

Information Items from Staff - No action may be taken.

Adjournment

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



ARTS COMMISSION

Regular Meeting

December 13, 2023

Action Minutes

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

Please note: As of March 1, 2023, participation in meetings for City Advisory Bodies is in-person only. Members of the public can continue to stream the audio for the meetings from the City's website, however public comment will no longer be taken virtually and those wishing to address the board must be in attendance at the location provided on the agenda.

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Need more information? Contact Economic Development at 831-420-5150.

Call to Order - Chairperson Birnbaum called the meeting to order at 6:04pm in Council Chambers.

Roll Call -

Present: Chairperson Birnbaum, Vice Chairperson Lyons, Commissioners Cover, Patterson, Miranda

Absent: Commissioners Contreras, McGowen

Announcements -

-Commissioner Miranda will be transitioning out of the Art League and Pajaro Valley Arts and starting early January will be directing the Sesnon Gallery at UC Santa Cruz

-Vice Chairperson Lyons will be resigning from the Arts Commission effective at the end of December

Statements of Disqualification - None.

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

- None

Presentations

1. CARD Beach Street Bathroom Mural Design: Presentation by Fredricka Smith De La Luz

No action. This was an informational presentation.

Commissioner Patterson volunteered to assist Rica Smith De La Luz prior to next Arts Commission meeting.

Poetry Reading: Poem and Reading by Joseph Jason Santiago LaCour

No action. This was an informational presentation.

Approval of Minutes

2. Approval of November 8th, 2023 Minutes

Motion to approve as submitted.

Motion: Commissioner Miranda moved, seconded by Commissioner Cover to approve the minutes of November 8th, 2023 as written.

ACTION: The motion was carried unanimously with the following vote.

Ayes: Commissioners Cover, Miranda, Patterson, Vice Chairperson Lyons, Chairperson Birnbaum

Noes: None.

Absent: Commissioners McGowen, Contreras

Disqualified: None.

General Business

3. 2024 Commission Meetings Proposed Calendar: 8 meetings proposed

Motion To approve the proposed meeting calendar for 2024.

Motion: Commissioner Cover moved, seconded by Commissioner Patterson, to approve the Proposed Alternative Meeting Calendar for 2024 which added January and April meetings and deleted the February meeting.

ACTION: The motion was carried unanimously with the following vote.

Ayes: Commissioners Cover, Miranda, Patterson, Vice Chairperson Lyons, Chairperson Birnbaum

Noes: None.

Absent: Commissioners McGowen, Contreras

Disqualified: None.

4. Rail Trail Mural Artist Application Review Panel

Motion to appoint an Arts Commissioner to serve on the Rail Trail Mural Artist Application Review Panel

Motion: Commissioner Cover moved, seconded by Commissioner Miranda to appoint Chairperson Birnbaum to serve on the Rail Trail Mural Artist Application Review Panel

ACTION: The motion was carried unanimously with the following vote

Ayes: Commissioners Cover, Miranda, Patterson, Vice Chairperson Lyons, Chairperson Birnbaum

Noes: None.

Absent: Commissioners McGowen, Contreras

Disqualified: None.

Workplan/Budget Update: Presentation by Kathryn Mintz, Development Manager - City Arts - No action may be taken

Ad Hoc Committee on Unsolicited Sponsorships Oral Reports - No action may be taken

Information Items from Staff - No action may be taken.

Adjournment - Commissioner Lyons moved, seconded by Commissioner Patterson, to adjourn. By Consensus the Arts Commission Adjourned at 8:10 p.m.

The next regularly scheduled meeting will be held on January 10th, 2024 at 6:00 p.m. in the Council Chambers, located at 809 Center Street.

ARTS COMMISSION AGENDA REPORT

AGENDA OF: February 21, 2024

FROM: Kathryn Mintz, Development Manager
Development Manager City Arts Programs

SUBJECT: CARD Project Beach Area Mural Approvals

RECOMMENDATION:

1. Motion to approve the Beach Street Bathroom Mural Designs by Taylor Reinhold.
 2. Motion to approve CARD Artist Taylor Reinhold's Climate Action Mural at the Rail Trail Trestle site.
-

Background:

At the January 13, 2021 meeting the Arts Commission approved the launch of the City Arts Pilot Grant Program as a means to harness the creativity and vitality of the arts community to contribute to the economic, community, and health recovery of the City. The program was designed with three main priority funding areas of (1) Economic Recovery, (2) Restorative Justice, and (3) Public Health Safety

A call to artists for letters of intent (LOI) was issued in March of 2021, with a deadline for submission in April. A panel of community reviewers comprised of a mix of artists, merchants, property owners and non-profit staff and City employees was recruited to participate in a community informed selection process. The 60 submissions were evaluated for alignment with the program values, artistic excellence, and management capacity. In May 2021, the Arts Commission created an Ad Hoc Committee to review the community panel LOI ranking and recommend 20 LOIs for funding to develop full CARD Pilot Grant Program project proposals. The \$1,500 artists' stipends were authorized in June and distributed by the Arts Council Santa Cruz County shortly thereafter. The CARD Pilot Grant Program applications were due for submittal by December 2, 2021.

The Arts Commission created an Ad Hoc CARD Application Review Committee at the October 13th, 2021 meeting to review the project proposals in order to make recommendations to the Commission in regard to prioritization and funding. Commissioners Carr, Cover, and Lyons volunteered to serve as members. A total of fifteen projects were recommended for funding by this Committee. They are currently in various stages of implementation/completion that will be summarized by staff in a presentation to the Arts Commission at the March meeting.

At the November 10, 2021 meeting, the Arts Commission approved an Expedited Review Process so that the Ad Hoc CARD Application Review Committee could approve proposal funding for the applications that could were date sensitive and could get underway as quickly as possible without waiting for presentation to the Arts Commission. The expedited track would

permit funding based on review by the City staff and the Arts Commission Committee was approved for a portfolio of projects with a total budget of up to \$50,000. To date one project with a budget of under \$10,000 was moved forward using the Expedited Review Process.

At the March 8, 2023 Commission Meeting a CARD Ad Hoc Committee was created to review the remaining program applications in order to make recommendations to the Commission in regard to funding. Commissioners Patterson, McGowen, and Cover volunteered to serve on the Committee. It was anticipated that this Ad Hoc Committee would operate for less than six months. Any applications not reviewed during the life of this Committee will be brought directly to the Commission when the projects may be ready for funding consideration. Commissioners Patterson, McGowen, and Cover were appointed to the Committee.

Discussion:

The Ad Hoc CARD Project Committee met for the first time on January 24, 2024. At that meeting, the Committee reviewed the progress of the Beach Street Bathroom Mural project. This project involves the creation of three mural designs for sides of the Beach Street Bathroom building. The mural designs will be commercially fabricated in glass tile and installed as an element of the Parks & Recreation Department, renovation of the building. The project is funded by a Clean California state grant. The budget for the mural designs is \$10,000. Per terms of the grant, completion of the renovation project is under a tight deadline. The Committee agreed that design work to date was not progressing at an acceptable pace. The primary focus of the Ad Hoc Committee meeting was the selection of an appropriate CARD muralist to assign to the project.

1. Review and approval of Beach Street Bathroom mural designs.

The Committee selected muralist Taylor Reinhold as his climate action mural proposal most closely aligned with the grant funding objectives. This decision was made using the Expedited Review Process. Staff moved forward to execute the CARD Pilot Grant Funding Sponsorship Agreement so that Taylor would be able begin work. At an incredibly fast pace he conducted community outreach for input into historical images to include in his designs as a means of welcoming visitors to Beach Street and portraying local history. There was also specific outreach to the neighborhood in Beach Flats in order to incorporate concepts that would resonate with residents and encourage local pride in the work. On January 13th Taylor met with City staff and Commissioner Patterson to preview the three mural concepts. He received feedback, encouragement, and appreciation. Because of the project deadline a Special Arts Commission Meeting was scheduled for February 21st so that Taylor could present the refined designs for approval by the Commission. It should be understood that revisions to the designs may be necessary over the course of working with the commercial tile mosaic fabricator.

2. Recommendation for Climate Action Mural funding and location

The medium of commercial mosaic fabrication, with tile size mandated by the renovation project budget, is somewhat limiting in terms of the nature of the artistic design. The CARD Committee discussed this and also that the objectives for the bathroom location would not allow Taylor to fully express the climate action theme of his proposal. The Committee is recommending to the full Commission that the Rail Trail Trestle location be added into Taylor's CARD project.

This rail trail location is situated close to the Beach Street Bathroom and is also near the City Wastewater Treatment facility and the Neary Lagoon. It provides a canvas for raising awareness of the environment. It would be ideal if themes and style of the art at the two locations may interact with each other. In Taylor's project proposal, he planned to include additional artists in the climate action mural. This location will provide an opportunity for that which was not possible with the Beach Street location. Because the mural is part of a Public Works capital project, there will be Department of Industrial Relations (DIR) prevailing wage regulations. Taylor is registered by the DIR and experienced with those rules. At a future meeting details of the project implementation and designs will be brought to the Commission for review and approval.

Fiscal Impact: The budget for the Beach Street Bathroom Mural Designs is \$10,000 funded by City Arts. The Climate Action Mural at the Rail Trail Trestle location is approximately \$30,000. The rail trail mural cost will be shared by the Public Works Segment 7, Phase 2 project budget and City Arts funding.

ARTS COMMISSION AGENDA REPORT

AGENDA OF: February 21, 2024

FROM: Kathryn Mintz, Development Manager
Development Manager City Arts Programs

SUBJECT: Arts Commission Election of Officers

RECOMMENDATION: Motions to elect a Chair and Vice Chair for 2024.

Background:

In accordance with the Arts Commission Bylaws, as soon as is practicable following the first day of February of every year, there shall be elected from among the membership of the Advisory Body a Chair and Vice Chair. The Arts Commission Bylaw, Article VI – Offices and Elections is attached for review.

Discussion:

The term of office for Chair and Vice Chair is one calendar year. Officers may not serve in the same position for more than two consecutive years. Commissioner Birnbaum has chaired the Arts Commission for two consecutive years; therefore, she is not eligible for re-election this year. The elections procedures from Bylaws Article VI, Sections 4 and 5 are excerpted below.

Section 4. Nominations

The Chair will open the floor to nominations. Any member may nominate a candidate from the membership for the position of Chair or Vice Chair; nominations need not be seconded.

A member may withdraw their name if placed in nomination, announcing that, if elected, they would not be able to serve; but they shall not withdraw in favor of another member.

Once the nominations are complete, the Chair will ask for a motion to close the nominations; a second of, and vote on, the motion is required.

The Chair then declares that it has been moved and seconded that the nominations be closed, and the members proceed to the election.

Section 5. Voting

Voting may be by voice vote or by roll call vote.

The candidate who receives a majority of the votes is then declared to be legally elected to fill the office of Chair, and will immediately chair the remainder of the meeting.

The same procedure is followed for the election of Vice Chair.

Fiscal Impact: None.

Attachment: Arts Commission Bylaws, Article VI

may choose to postpone or withhold notification to Council in unusual circumstances: for example, if the member is actively performing work for the advisory body outside of the regular meetings or is involved in subcommittee work.

Section 6. Termination

After three meetings following appointment to the Advisory Body, each member shall be subject to removal by motion of any Councilmember, adopted by at least four affirmative votes. (A termination may also take place without a motion at any time by the Councilmember who appointed the member. *(Optional for direct appointments)*)

Section 7. Ex-Officio Membership “Optional”

The Arts Commission may find that, because of the complexity of its work, it is desirable to add member(s) at-large to the Advisory Body to serve as non-voting ex-officio members to lend other opinions or expertise to the work of the Advisory Body. The City Council will authorize the Chair of the Advisory Body to nominate member(s)-at-large for Council approval to be non-voting ex-officio members for a determined period of time.

ARTICLE V – TERM OF OFFICE

Section 1. Term

Term of office for each member shall be four years. A member may be appointed to complete an unexpired term. A Member may continue to serve until their successor has been appointed.

Section 2. Membership Year

A membership year shall be from February 1st to January 31st of each year.

Section 3. Length of Term

A member shall not serve more than two consecutive full four-year terms. Upon completion of a member's eighth consecutive year of service, that member will be ineligible for reappointment for a period of two years. Members who have six years or less at the time their term expires are eligible for reappointment.

Section 4. Dual Service

No member shall be eligible to serve on two Advisory Bodies unless one is established for less than 13 months.

ARTICLE VI – OFFICERS AND ELECTIONS

Section 1. Officers

Officers of the Advisory Body shall consist of a Chair and Vice Chair.

Section 2. Election of Officers

As soon as is practicable following the first day of February of every year, there shall be elected from among the membership of the Advisory Body a Chair and Vice Chair.

Section 3. Term of Office

The term of office for the Chair and Vice Chair is one calendar year. Officers may not serve in the same position for more than two consecutive years.

Section 4. Nominations

The Chair will open the floor to nominations. Any member may nominate a candidate from the membership for the position of Chair or Vice Chair; nominations need not be seconded.

A member may withdraw their name if placed in nomination, announcing that, if elected, they would not be able to serve; but they shall not withdraw in favor of another member.

Once the nominations are complete, the Chair will ask for a motion to close the nominations; a second of, and vote on, the motion is required.

The Chair then declares that it has been moved and seconded that the nominations be closed, and the members proceed to the election.

Section 5. Voting

Voting may be by voice vote or by roll call vote.

The candidate who receives a majority of the votes is then declared to be legally elected to fill the office of Chair, and will immediately chair the remainder of the meeting.

The same procedure is followed for the election of Vice Chair.

Section 6. Vacancy of an Officer

Should a vacancy occur, for any reason, in the office of Chair or Vice Chair prior to the next annual election, a special election shall be held to fill the vacant office from among the membership. That member shall serve until a new appointment has been made.

Section 7. Removal of Elected Officers

The Chair or Vice Chair may be removed by a majority vote of the full Advisory Body at a regularly scheduled meeting of the Advisory Body, when all appointed members are present, or at a special meeting convened for that purpose at which a quorum is present. Any officer removed ceases to hold the office once the vote has been tallied and announced. If the Chair is removed, the Vice Chair shall become the new Chair. An election for the Vice Chair shall then be agendized for the next meeting.

Section 8. Duties of the Chair

The Chair shall preside at all regular meetings and may call special meetings. The Chair shall decide upon all points of order and procedure during the meeting; their decision shall be final unless overruled by a vote of the Advisory Body, in compliance with Article IX, Section 2, "General Conduct of Meetings." The Chair may not make motions, but may second motions on the floor. The Chair acts as primary contact for staff and shall represent the Advisory Body before City Council whenever the Advisory Body or Council considers it necessary. The Chair and staff shall jointly set the meeting agenda.

Section 9. Duties of the Vice Chair

The Vice Chair shall assume all duties of the Chair in the absence or disability of the Chair.

Section 10. Duties of the Acting Chair

In case of absence of both the Chair and the Vice Chair from any meeting, an Acting Chair shall be elected from among the members present, to serve only during the absence of the Chair and Vice Chair.

ARTICLE VII – STAFF SUPPORT

Section 1. Staff

Staff support and assistance is provided, but advisory bodies do not have supervisory authority over City employees. While they may work closely with advisory bodies, staff members remain responsible to their immediate supervisors and ultimately to the City Manager and Council.

The Economic Development Department Director shall designate appropriate staff to act as staff person(s) to assist and support the Advisory Body. Staff shall attend all regular and special Advisory Body meetings. Staff shall be responsible for coordination of such reports, studies, and recommendations as are necessary to assist the Advisory Body in the conduct of its business according to City Council policy and the Brown Act.

Staff may enlist the assistance of other departments as required. Staff shall be responsible for all public notification regarding all regular and special Advisory Body meetings.

Staff shall record the minutes of the meetings in accordance with the guidelines established in the “Preparation of Minutes” section of the City Council members' Handbook, shall supervise volunteers and interns, shall work closely with the Chair between meetings, shall make recommendations, prepare reports and proposals to the Advisory Body, may represent the Advisory Body at other meetings, presentations, and other public functions as requested, and shall perform administrative tasks.

Staff shall be responsible for the maintenance of proper records and files pertaining to Advisory Body business. Staff shall receive and record all exhibits, petitions, documents, or other materials presented to the Advisory Body in support of, or in opposition to, any question before the Advisory Body. Staff shall sign all notices prepared in connection with Advisory Body business, shall attest to all records of actions, transmittals, and referrals as may be necessary or required by law, and shall be responsible for compliance with all Brown Act postings and noticing requirements.

Section 2. Staff Relationship to the Advisory Body

Given limited staff resources, the Chair or individual members shall not make separate requests of staff without approval of the Advisory Body. If a member has a research or report request, it shall be brought to the Advisory Body for discussion, consideration, and recommendation prior to making the request of staff. If not approved by the Advisory Body, the individual member shall be responsible for their own research or report.