

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



ARTS COMMISSION

Regular Meeting

March 13, 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 February 21, 2024 Minutes

Motion to approve as submitted.

General Business

2. Arts Commission Election of Officers

Motions to elect a Chairperson

Motions to Elect a Vice Chairperson

3. Arts Advocacy Issues 2024

Motion to identify advocacy items for the California for the Arts Summit and Arts Advocacy Day.

4. Commission Appointment to Colligan Theater RFP Review Committee

Motion to appoint an Arts Commissioner to the Colligan Theater RFP Review Committee

5. Fiscal year 2025 Budget Preview and Workplan Update with Timelines

Presentation by Kathryn Mintz, Development Manager, City Arts

Information Items from Staff - No action may be taken.

Adjournment

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



ARTS COMMISSION

Special Meeting

February 21, 2024

Action Summary

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

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Call to Order - Chairperson Birnbaum called the meeting to order to order at 6:02 p.m. in the Council Chambers.

Roll Call -

Present: Commissioners Birnbaum, McGowen, Patterson, Miranda, Escobedo-Guzman, and Cover.

Absent: Commissioner Contreras

Announcements

-Commissioner Cover announced the River Celebration at the Tannery, held in the River Studio, during the month of April. There is a call for artists to send in submissions of art of the river from now until March 15th, 2024. River Studio 116 has a link for submission on their website.

Statements of Disqualification - None.

Oral Communication - Audience comments not related to a General Business item.
-None.

Approval of Minutes

1. Approval of December 13, 2023 Minutes

Motion to approve as submitted.

Motioned: Commissioner Miranda moved, seconded by Commissioner Cover to approve the minutes of December 13th, 2023 as written.

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

Ayes: Commissioners Birnbaum, McGowen, Patterson, Miranda, Escobedo-Guzman, and Cover.

Noes: None.

Absent: Commissioner Contreras

Disqualified: None.

General Business

2. CARD Project Beach Area Mural Approvals

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

Taylor Reinhold presented his designs for the Beach Street Bathroom Murals

Motioned: Commissioner Miranda moved, seconded by Commissioner Miranda to approve the Beach Street Bathroom Mural Designs by Taylor Reinhold.

Action: The Motion was carried unanimously with the following vote.

Ayes: Commissioners Birnbaum, McGowen, Patterson, Miranda, Escobedo-Guzman, and Cover.

Noes: None.

Absent: Commissioner Contreras

Disqualified: None.

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

Motioned: Commissioner McGowen moved, seconded by Commissioner Cover to approve the location of CARD Artist Taylor Reinhold's Climate Action Mural Project at the Rail Trail Trestle site.

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

Ayes: Commissioners Birnbaum, McGowen, Patterson, Miranda, Escobedo-Guzman, and Cover.

Noes: None.

Absent: Commissioner Contreras

Disqualified: None.

3. Election of Commission Officers 2024

Motion to Elect a Chairperson

Motion to Elect a Vice Chairperson

Motioned: Commissioner Sean moved, seconded by Commissioner Patterson to table General Business Item #3 until the next regular commission meeting on March 13th.

Action: The motion was carried unanimously with the following vote

Ayes: Commissioners Birnbaum, McGowen, Patterson, Miranda, Escobedo-Guzman, and Cover.

Noes: None.

Absent: Commissioner Contreras

Disqualified: None.

Information Items from Staff - No action may be taken.

Adjournment - Commissioner Escobedo-Guzman moved, seconded by Commissioner Miranda to adjourn. By Consensus the Arts Commission Adjourned at 7:23 p.m.

The next regularly scheduled meeting will be held on March 13th, 2024 at 6:00 p.m. in the Council Chambers, located at 809 Center Street.

ARTS COMMISSION AGENDA REPORT

AGENDA OF: March 13, 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.

ARTS COMMISSION AGENDA REPORT

AGENDA OF: March 13, 2024

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

SUBJECT: Arts Advocacy Issues 2024

RECOMMENDATION: Motion to identify advocacy items for the California for the Arts Summit and Arts Advocacy Day.

Background:

Councilmember Sonja Brunner is going to attend the California Arts & Culture Summit in Sacramento in April. The summit is organized by CA for the Arts. It is the second annual in-person event organized to celebrate, innovate, and advocate for arts education, arts workers, and the creative economy. The two-day event will be held in Sacramento on April 16-17, 2024. It is timed to coincide with the sixth annual observance by CA for the Arts of the annual Arts, Culture & Creativity Month in April.

Discussion:

About the Summit:

“This year, the summit's theme is "Art Work is Real Work." Artists play an essential role in our economy and our health with critical contributions across a variety of social impact areas but often are without the services and conditions they need to thrive due to the ongoing undervaluing of their work. Summit panel discussions will cover diverse topics from leading voices in the field, including arts & health, economic justice, climate change, artists on artist’s work, youth engagement, affordable housing/work space, cultural equity, civic engagement, public art, and more with an emphasis on the public policies and advocacy needed to support the creative industries and workforce.”

Day One of the summit will be devoted to panel discussions. On Day Two, Councilmember Brunner has appointments to meet with State legislators. She has requested input from City staff and the Arts Commissioners about local priority policy issues to discuss. In addition, she will highlight some major successful Santa Cruz programming and funding accomplishments.

Staff has suggested that one priority be to advocate for an additional round of funding to the California Arts Council for the Creative Corps Grant Program. \$60 Million one-time funding from the State General Fund was allocated to the California Arts Council for the program. The City of Santa Barbara was the lead agency for the Central Coast Creative Corps. Over 140 applications were received for the 23 grants that were awarded. Locally, Housing Matters used the grant to hire Abi Mustapha. The Coastal Watershed Council was awarded one of the grants and hired The Santa Cruz Jams. They have shared a portfolio of projects to implement along the

San Lorenzo River and in Beach Flats that they will share with the Arts Commission at a future meeting.

Through group discussion it is suggested that there be consensus around priority issues that will be shared with Councilmember Brunner.

Health in All Policies Considerations

The pillars of the City Health in All Policies HiAP are equity, public health, and sustainability. As advocates for Equity, Inclusivity, and Environmental Justice, the Arts Commissioners are being asked to identify policy priorities in relation to Arts and the Creative Economy that represent the commitment to those values.

Fiscal Impact: None.

ARTS COMMISSION AGENDA REPORT

AGENDA OF: March 13, 2024

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

SUBJECT: Commission Appointment to Colligan Theater RFP Review Committee

RECOMMENDATION: Motion appoint an Arts Commissioner to the Colligan Theater RFP Review Committee

Background:

In December, the City Department of Economic Development & Housing issued a Request for Proposals (RFP) for a new operator of the City owned Colligan Theater located on the Tannery Arts Center campus. The RFP was issued using the City OpenGov platform in order to conduct an open, transparent procurement process. The RFP is available [through the OpenGov portal](#). Interested applicants can create an OpenGov account, free of charge, to download the application documents, ask questions, and submit the proposal. A non-mandatory, pre-proposal tour was conducted on January 17th. The deadline for submissions is March 21st.

The City's intention is to enter into a lease arrangement with an operator who will be able to do the following.

1. Establish consistent financial stability and sustainability for Colligan Theater operations, while minimizing the level of financial support required by the City.
2. Provide a cultural facility and performing arts venue that is available and affordable for use by local community organizations and non-profits for the maximum number of events that is feasible.
3. Enrich the community through the promotion and presentation of quality entertainment, cultural events, and performances for all segments of the community.
4. Book frequent programming at the Colligan Theater so that it will function as an economic catalyst for the Tannery Arts Center while also harmonizing with the housing and artist studio usage at the campus.

Discussion:

In the first phase of review, the Operator applications will be reviewed and rated on the following factors.

1. Adherence to the RFP requirements
2. Experience and Qualifications of the applicant
3. Facility operation & management approach
4. Financial cost proposal and revenue estimate, including example rate schedule

A second phase of the review process will be based on presentations by the finalists and references.

The RFP Review Committee is being assembled now and will include City staff from various departments and representation from the Arts Council, Artspace, industry professionals, the Arts Commission and possibly a City Councilmember. The RFP Review Committee members will attend an hour-long City virtual training prior to starting review of the proposals. This is currently scheduled for March 25th at 1:00 p.m. The Review Committee group meeting is scheduled for the morning of April 8th. Finalist interviews are anticipated to be held on the week of April 15th.

Health in All Policies Considerations

The pillars of the City Health in All Policies HiAP are equity, public health, and sustainability. As advocates for Equity, Inclusivity, and Environmental Justice, Arts Commission representation on the Colligan Theater RFP Review Committee will contribute to the diversity of viewpoints and considerations during the selection process. Commissioner participation will also be critical in outreach to the community about that process.

Fiscal Impact: None.