

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



## ARTS COMMISSION

### Regular Meeting

May 8, 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](mailto: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.

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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.**

1. Presentation

Visit Santa Cruz County: Terence Concannon, Chief Executive Officer

**Approval of Minutes**

2. Approval of April 10, 2024 Minutes

Motion to approve as submitted.

**General Business**

3. Presentation

Cultural Tourism: Arts Commission Chair Miranda

Presentation will be based on [Exploring America Through Its Culture](#), by Bill Moskin & Sandy Guettler

4. City Arts Program for Event Support

Review proposal for City Arts Program for Event Support (CAPES) and provide feedback to staff.

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

**Adjournment**

CITY OF SANTA CRUZ  
809 Center Street  
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**ARTS COMMISSION**

**Regular Meeting**  
**Action Minutes**  
**April 10, 2024**

**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 Miranda called the meeting to order at 6:08pm

**Roll Call**

Present: Commissioners Escobedo-Guzman, Cover, Birnbaum, McGowen, and Chairperson Miranda, Vice-Chairperson Patterson arrived at 6:25

Absent: Commissioner Contreras, Vice-Chairperson Patterson

**Announcements**

Commissioner Escobedo-Guzman announced that on Sunday 4/14 from 10-4pm, will be the Senderos Guelaguetza event, a Oaxacan cultural festival at Branciforte Small Schools.

Commissioner Escobedo-Guzman announced River Studios Upcycle Market Sunday 4/21 at the River Studio at The Tannery.

Commissioner Cover announced the annual Tannery Spring Art Market on Saturday, 5/11 from 10am-5pm.

Commissioner Cover announced Camp Tannery Arts was voted Best of Santa Cruz for Childrens Art Programing. There is one upcoming session, July 15<sup>th</sup>-19<sup>th</sup>.

**Statements of Disqualification -**

Commissioner Cover recused herself from voting on item 2 because she is on the Board of the Coastal Watershed Council and participated in the work with the artists, The Jams.

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

**Approval of Minutes**

1. Approval of March 13th, 2024 Minutes

Commissioner Birnbaum moved, Commissioner Cover seconded. Motion carried unanimously to approve the March 13th, 2024 Minutes as submitted.

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

Noes: None.

Absent: Commissioner Contreras, Vice-Chairperson Patterson

Disqualified: None.

**General Business**

2. Coastal Watershed Council Artist in Residence Project Artwork Approval

Presentation by The Jams: Augie WK & Jessica Carmen

Commissioner Escobedo-Guzman motioned, Commissioner Birnbaum seconded, Motion carried unanimously to approve The Jams project artwork for Riverwalk Banners and 3rd Street Levee Wall.

Ayes: Chairperson Miranda, Vice-Chairperson Patterson, Commissioners Escobedo-Guzman, Birnbaum, and McGowen

Noes: None

Absent: Commissioner Contreras,

Disqualified: Commissioner Cover

3. Commission Appointment to Riverfront Artist RFQ Review Panel

Commissioner Birnbaum motions, McGowen seconds. Motion carried unanimously to appoint Commissioner Cover to the Riverfront Artist RFQ Review Panel, with Commissioner Birnbaum as backup.

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

Noes: None

Absent: Commissioner Contreras

Disqualified: None.

**Informational Presentations**

4. City Arts Design Recovery Pilot Grant Program Update

Presentation by Kathryn Mintz: Development Manager

5. Budget and Workplan Update

Presentation by Kathryn Mintz: Development Manager

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

**Adjournment** - Commissioner Birnbaum moved, seconded by Vice-Chairperson to adjourn. By Consensus the Arts Commission Adjourned at 7:50pm.

The next regularly scheduled meeting will be held on May 8<sup>th</sup>, 2024 at 6:00 p.m. in the Council Chambers, located at 809 Center Street.

## ARTS COMMISSION AGENDA REPORT

**AGENDA OF:** May 8, 2024

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

**SUBJECT:** City Arts Program for Event Support

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**RECOMMENDATION:** Review proposal for City Arts Program for Event Support (CAPES) and provide feedback to staff.

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### Background:

The City Arts staff receives inquiries for support for projects and initiatives that fall outside of regular operating programs. To manage these requests in 2018 staff put together an application form for Unsolicited Sponsorships. Since the elimination of the full-time City Arts Manager position in 2020, the current City Arts staff made implementation of the City Art of Recovery Design (CARD) Pilot Grant Program the first priority. Review of Unsolicited Sponsorship Project Applications was often time consuming for staff, involving significant back and forth with the applicant to shape the request into a solid application ready for Commission review.

In March of 2022, the Arts Commission formed an Ad Hoc Review Committee to evaluate all submittals for Unsolicited Sponsorships. Since creation of the Ad Hoc Commission, every application that was submitted was directly transmitted to it for review.

Last year in March a new Ad Hoc Review Committee was formed with a mandate to define more clearly the eligibility and review criteria for the applications. The program was put on pause while this work was underway.

### Discussion:

The Unsolicited Sponsorships were problematic for several reasons. The major one was that the availability of this potential support was not broadly known so therefore did not meet standards of equity or accessibility. There was not an established calendar for applications, so staff was reactive instead of proactive with time management in bringing them through the review process.

Without full time City Arts staff, design and implementation of a new replacement initiative has been slow but the Ad Hoc Committee met several times, most recently in December of 2023. At that meeting the past funding was reviewed and the major takeaway was that the funding was most often requested for the sponsorship of events.

In the past year the City Manager's Office implemented a new grant program for special events. [The Special Events Grant Program](#) offers a maximum of \$2,500 grant of matching funds to pay for City fees associated with facility rentals and/or permits issued by City Departments including

but not limited to Fire, Parks & Recreation, Police, and Public Works. There is an annual application, review, and award process. That program provides significant relief to grantees for City costs but is somewhat narrower in its objectives than the proposed City Arts support. That program does not necessarily support events that are not on City property and is not able to be used to directly support the programming of arts performances or programming for events.

The City Arts staff is bringing forward for discussion a focused pilot program that will be broadly advertised. The key features would be set at this time to promote efficiency in administration since the staffing capacity for it is quite limited.

At the Commission meeting staff will walk through parameters for the proposed City Arts Program for Event Support. After receiving feedback from the Commission, staff will circulate a draft of the program within the City to insure that it is consistent but not duplicative with other City funding mechanisms.

Below are key features for discussion:

1. A fixed annual calendar for applications/awards
2. Fixed annual budget for the FY25 initiative of \$20,000
3. Eligibility limited to non-profit organizations
4. Funding for artists performance/participation in featured at event
5. Maximum grant award of \$2,000 per year.
6. Funding use limited to compensation for participating artists
7. Event final report requirements
8. Eligibility for multiple years of funding
9. Application evaluation criteria
  - a. Expected economic impact of event
  - b. Expected number of attendees local and non-local
  - c. Contribution to marketing of Santa Cruz as an arts destination
  - d. Opportunity for mentorship of arts organizations, artists

#### *Equity, Inclusivity, and Environmental Justice*

Because of the former ad hoc administration of Unsolicited Sponsorships it was only accessed by organizations that knew about the possibility of funding by inquiring about it, by hearing about it through word of mouth, or by learning of it through other informal means. This new initiative will have a fixed calendar that will be publicized. It will be piloted for a year and then evaluated to determine effectiveness and identify further improvements. A requirement to use the funding for payment to artists participating in the event will promote the practice of paying performance artists for their work. This aspect of event budgets is often under funded or not funded at all.

Fiscal Impact: The funding for this initiative is available in the City Arts Public Art FY2025 budget.