



CITY OF SANTA BARBARA
PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: September 28, 2022
TO: Parks and Recreation Commission
FROM: Recreation Division, Parks and Recreation Department
SUBJECT: Santa Barbara Arts and Crafts Show Program

RECOMMENDATION:

That the Commission receive an update on the Santa Barbara Arts and Crafts Show for improving the Show organization to ensure its successful longevity, and recommend to Ordinance Committee that the Department proceed with advancing the changes to Municipal Code 15.08.

DISCUSSION:

The purpose of this report is to provide the Parks and Recreation Commission (Commission) with an update on the Santa Barbara Arts and Crafts Show (Show), and present information on the work efforts involving the Santa Barbara Arts and Crafts Show Advisory Committee (Committee) and Show members to develop recommendations for improving the Show.

Background

On January 27, 2021, the Commission received a presentation that included an overview of the Show, key issues, and outlined considerations for improving the Show to ensure its successful longevity (Attachment 1). Staff worked with the Committee through 14 regular, 2 special, and 5 ad-hoc meetings to reach consensus and approval to address the following:

- Unifying the Show by eliminating separate arts and crafts sections
- Updating procedures and regulations
- Standardizing the Committee appointment process
- Providing opportunities for other events in the waterfront on Show days
- Standardizing enforcement procedures with the Department's Code of Conduct

Over the course of 21 meetings the following milestones and recommendations were approved by the Committee.

Milestones

Unifying the Show by Eliminating Separate Arts and Crafts Sections

The Committee unanimously approved a process for integrating the show to allow all members to compete for open spaces regardless of prior section assignment. Quarterly space assignment meetings that began in January 2022 started the process of slowly integrating the Show through a process of attrition, where vacant spaces held by former Arts section members who left the Show were filled.

Updating Procedures and Regulations

Allowing prints of original artwork was one of the more significant updates to the Show. This change was achieved by mirroring the same rules used for photography that require members to produce prints using their own equipment. Multiple members who create paintings and illustrations using traditional methods are now selling prints in the show.

The Committee considered expanding eligibility to Ventura County residents, but ultimately recommended that the Show continue to be restricted to members living in Santa Barbara County.

The updated Procedures and Regulations are included as Attachment 2.

Community and Special Events in the Waterfront Area on a Limited Number of Sundays

The Committee worked with staff to develop an approach for supporting multiple events in the waterfront area on Show days. The Santa Barbara Half Marathon, Children's Fiesta Parade, and Pacific Pride Festival are three recent events that were successfully coordinated to expand the community's access to the waterfront.

Advisory Committee Appointment Process

The Committee worked with staff to develop a system that balanced representation between members primarily producing decorative fine arts and members producing functional crafts. The Committee also approved changing terms from 18 to 24 months.

Based on experience from two elections using electronic ballots, the Committee approved continued use of online voting. The Committee election held in July 2022 resulted in an impressive 62% of members participating in the election.

Standardize with the Department's Code of Conduct

The Committee reviewed standardizing the violation procedure with the Department Code of Conduct several times. The Department is recommending that members continue to have the opportunity to appeal penalties of suspensions or expulsions to the Commission, but make the Commission's decision final, without the opportunity to further appeal to City Council (Attachment 3).

Municipal Code 15.08

Municipal Code Chapter 15.08, covering the Show, has not been amended since 1999. It refers to staff positions that no longer exist and does not reflect the changes approved by the Committee. The attached edits to Chapter 15.08 have been reviewed by the City

Attorney's office and updates the content to reflect changes to the Department and the new procedures approved by the Committee (Attachment 4).

Summary of Municipal Code 15.08 revisions

- Update titles and language as outlined by the City Attorney's Office
- Allow rain-out makeup days that have been in practice since 2015
- Prohibit vending from vehicles on the south side of Cabrillo Boulevard in front of the Show
- Increase Committee member's terms from 18 to 24 months with the Committee chairperson serving one year terms
- Suspensions and permit revocations can be appealed to the Commission without further appeal to City Council

If recommended by the Commission, the ordinance amendments will be reviewed by the Ordinance Committee, prior to City Council adoption.

ATTACHMENTS: 1. January 27, 2021 Arts and Crafts Show Commission Report
2. Show Procedures and Regulations
3. Department Standard Code of Conduct
4. Municipal Code Chapter 15.08 draft edits

SUBMITTED BY: Jason Bryan, Senior Recreation Supervisor

REVIEWED BY: Rich Hanna, Recreation Manager

APPROVED BY: Jill Zachary, Parks and Recreation Director