



CITY OF SANTA BARBARA

REGULAR MEETING SANTA BARBARA ARTS AND CRAFTS SHOW ADVISORY COMMITTEE

Tuesday
January 11, 2022
6:00 p.m.

This Meeting Was Conducted Electronically

DRAFT MEETING MINUTES

CALL TO ORDER

6:05pm

ROLL CALL

Committee

Cris Hamilton – Arts - Present
(vacant Arts position)
Marilyn Dannehower – Crafts - Present
Nicole Horstin – Crafts, Chair - Present

Crafts Alternates

Jack Bailey – 1st Alternate - Absent
Marilyn Loperfido – 2nd Alternate - Present

Arts Alternates - Vacant

Staff

Rich Hanna – Recreation Manager - Present
Jason Bryan – Senior Recreation Spv. - Present
Janet Sackett – Administrative Specialist - Present

Parks & Recreation Commission Liaison

(vacant)

Member At Large (vacant)

WELCOME NEW ADVISORY COMMITTEE MEMBER

1. Welcome Cris Hamilton to the Advisory Committee representing Arts members.

SCREEN NEW MEMBERS

Applicants screened online. The committee conducted screenings using pictures on a slide show via teleconference.

GENERAL BUSINESS

2. Changes To The Agenda

None.

3. Written Communications

- a. Email from Claire Weber regarding November 2021 screening
- b. Email from Jim Hockin to the Parks and Recreation Commission
- c. Email from Jim Hockin to the Parks and Recreation Commission follow-up
- d. Email from Jeff Kennedy regarding sidewalk vending
- e. Email from Jeff Kennedy regarding sidewalk vending follow-up
- f. Email from Jeff Kennedy regarding assigning spaces on the bridge
- g. Email from Marilyn Loperfido to the Parks and Recreation Commission
- h. Partial 1974 brief from Kenneth Falstrom regarding ballot initiative and City ordinance provided by Marilyn Loperfido

(Communications above were in the December 2021 meeting packet)

- i. Email from Claire Weber regarding screenings and holiday show layouts
- j. Email from Jim Hockin with information on Albert Hannon's passing
- k. Email from Jeff Kennedy regarding behavior at the Show
- l. Email from Jeff Kennedy with Show suggestions
- m. Email from Jeff Kennedy with staff response on seniority date
- n. Email from Jeff Kennedy with staff response on New Year's holiday show scheduling
- o. Email from Jeff Kennedy regarding Leigh Sparks space assignment concerns
- p. Email from Leigh Sparks with staff response on space assignments
- q. Email from Marilyn Loperfido with a member survey she conducted
- r. Email from Marilyn Loperfido regarding Parks and Recreation Commission minutes
- s. Email from Marilyn Loperfido regarding Sign Up Genius
- t. Email from Marilyn Loperfido with staff response on attendance policy
- u. Email from Marilyn Loperfido follow-up on attendance policy
- v. Email from Sue Slater with staff response on adjacent spaces

4. Public Comment

Jeff Kennedy – Request the Committee not approve any items or make decisions regarding the show without the new appointment to the Arts section replacing Avi Doran. Space assignments, craft members overwhelm the entire show, limits room for art section, artists need 20 – 25 foot space to show.

Eric Whitney – Show monitor requires additional training regarding acceptable jewelry items. Witnessed a show member displaying items with purchased beads/stones, not wrapped – clearly not acceptable. Cheapens the quality of the show.

Marilyn Loperfido – Emails submitted say “subs” should say “sub”; items missing from the agenda; space assignments not on agenda, how will space assignments be conducted? In 2018 a petition was circulated to entertain the idea of incorporating both the Arts and Crafts sections, there were no discussions on how this would be carried out. Rules and regulation changes were not discussed, now we have significant problems. Show members who were not participating during the pandemic have been omitted from discussions.

Claire Weber – Space assignment meeting should be held in an outdoor venue not inside a building. Too much of a risk meeting with a large group inside.

Deborah Healy – Have asked on numerous occasions that Ad-Hoc meetings be conducted as a “workshop” with input from show members and the public not only Advisory Committee members. Requests were ignored. Seniority, attendance issues and discussions must include all show members.

Jason Bryan – Space assignment meeting will be held at the Cabrillo Pavilion, much larger venue. Information will be distributed to show members.

CONSENT ITEMS

1. Minutes– For Action (Attachment)

Approve the minutes of the Regular Meeting of November 9, 2021.

M/S/C to approve the approve the minutes of the November 9, 2021 meeting.

2. Attendance Report – For Information

Jason Bryan presented attendance data for November and December 2021.
130 Active members, 16 inactive.

OLD BUSINESS

1. Committee Approved Rule Edits – For Information

Recommendations approved by the Committee with the exception of Code of Conduct and the violation revisions will be published as updates to the Procedures and Regulations.

Jason Bryan – The committee has done a tremendous amount of work on this item. Fourteen meetings were held with lengthy discussions along with recommended wordsmithing edits. Multiple votes were conducted with Advisory Committee members.

Staff will move forward adopting unification of the show and use of prints.

Cris Hamilton – Will space assignments be affected?

Jason Bryan – Yes, rules and recommendations are for show integration so show will be unified with equal opportunity to vie for open spaces by all members according to attendance and seniority. All show members will have equal opportunity for spaces.

Marilyn Dannehower – A unified show is just that “unified”, no arts section and no crafts section. Will be non-functional and functional members. In time, all will be integrated. Show will be a blended show.

Public Comment:

Marilyn Loperfido – All show members should be allowed to vote on rule edits, authority has been taken away from show members.

Jeff Kennedy – This decision will have a disastrous effect on the show. Artists are leaving the show on a regular basis. Ask that the Committee not approve this item.

Eric Whitney – In full support to move forward with unification of the show. This is a simple process by method of attrition. This has been discussed enough, time to move forward.

Deborah Healy – Most long term show members have wanted to combine the show for a long time however, there was never a discussion or workshop that included “all” show members. Many members have not come back to the show due to the pandemic and have not been involved at all in the process.

Claire Weber – The time has come to merge the show. All members should have the opportunity to be in the prime spots near State Street.

Marilyn Dannehower – The size and depth of spaces, second show rows etc. are issues that will need to be addressed. This is the first step in unification of the show. There will be future discussions on the details.

Cris Hamilton – Will prints also be approved with this decision?

Jason Bryan – Yes, prints will be approved as part of this decision. There has been strong support on this item from show members. In person studio inspection or virtual inspection will be required prior to approval.

2. Discuss policy for members attending a short time to achieve attendance credit – For Discussion

Continue discussion from the November meeting considering minimum attendance time and/or placement to receive attendance credit and other suggestions to prevent gaps in the show line.

Marilyn Dannehower – Was a recommendation previously made; change the two hour requirement to a longer period of time. If you were there less than five hours you would move to the end of the show line or into the second row. This would fill in the primary spaces.

Cris Hamilton – Five hours is too long, second row should be eliminated.

Public Comment:

Eric Whitney – People reserve spaces and do not show, they move up to another spot which creates gaps in the show. The minimum time required to receive attendance needs to be increased. Moving members to the end of the show line is not enforceable.

Janet Jacobsen – Time should be extended to four hours. 10:00am – 2:00pm or if you know you will only be able to attend for two hours, member in the second row can move up to that spot.

Claire Weber – Members can come for two hours and this will count towards space assignment, not equitable to those who show longer or all day. Time should be extended to four hours. There should be allowances made to members for Covid-19. Should be looking at members who have a pattern of consistently showing for two hours on a weekly basis.

Marilyn Loperfido – This is a voluntary show with 130 business owners. We must consider time change as well. What about gaps in the crafts section, why only discuss arts section gaps. Four hours will not solve the issues.

Deborah Healy – Attendance is the issue – having a minimum attendance rule is causing the gaps in the show. Space assignment and attendance should be on a future agenda for further discussion. Should not have to show up every Sunday.

Marilyn Dannehower – We need to merge both attendance and seniority and create an incentive for show members, every five years get a Sunday off or increase percentage points for attendance that will move you up in the space assignment line. Should have an Ad-Hoc committee.

Cris Hamilton – Agree, attendance is a big issue, need and alternative solution.

Nicole Horstin - Show attendance is imperative. Leaving after two hours causes gaps and reflects negatively on the show.

Jason Bryan – Not an action item. Keep item on as old business for further discussion.

3. Advertising Report – For Discussion

Jason Bryan presented an update on advertising; full page ad in the Independent Gift Guide, Press release with holiday schedule, City News in Brief and Facebook paid boosts.

Marilyn Dannehower – Ad is gorgeous, would like it used in another way, poster, post card, etc.

Nicole Horstin – Love the art work.

Public Comment:

Marilyn Loperfido – Artwork is gorgeous. Press release not very attractive, requested to use full Parks and Recreation email listing for email blasts. This image should be used for the postcards. Use this ad for Mother's day.

Marilyn Dannehower – Agree, we should look at using this for the Mothers' day show. Suggest we use the Parks and Recreation email list to recruit new members to the show as well.

NEW BUSINESS

1. Determine how to fill Committee position vacated by Avi Doran – For Action

The Committee has options to appoint or hold a new election to fill the vacant position; because no other candidate received multiple votes, staff recommends filling the vacant position by election.

Marilyn Dannehower – This election will be held after the unification of the show with all members eligible to run for this position. Language needs to be changed.

Cris Hamilton – Vote should be expedited if possible.

Jason Bryan – Recommend nomination period be held in January/February with position filled by March.

Public Comment:

Jeff Kennedy – Someone from the arts section needs to be on the committee. How many votes are considered for election? Appoint someone before February 8th.

Marilyn Loperfido – We need to express to people that this is a civil service position of great importance.

Marilyn Dannehower – We must express to all show members the importance of this opportunity to serve as a member of this committee. This position is critical to the success of the show. It is an honor to serve.

Cris Hamilton – Can we appoint someone to this position?

Jason Bryan – Yes, however the voice should be given to all show members to select in a democratic platform as we have in the past.

M/S/C to move forward with an election to fill the vacant Committee position.

2. Sidewalk Ordinance Review – For Discussion

Staff to present an update on the sidewalk ordinance covered in the Ordinance Committee's December 7, 2021 meeting.

Jason Bryan – Ordinance committee will move forward with some restrictions to sidewalk vendors during special events. No vendors will be allowed within 500 feet to create a suitable buffer. Will inform the Arts and Crafts Advisory committee when this item is scheduled at City Council.

Marilyn Dannehower – We have no control over sidewalk vending, who do we call with violations?

Jason Bryan – Call Park Monitor and Park Ranger. Will provide phone numbers to all show members.

Rich Hanna – You may also call Santa Barbara Police Department non-emergency line. We now have all park rangers positions filled, total of four with one currently in training.

Nicole Horstin – Will this also pertain to Saturday shows?

Jason Bryan – Park Rangers will have a full show schedule.

Rich Hanna – Will provide this information to the Finance Department, Business License section. Will be included in information packet to potential vendors in an attempt to educate them on restrictions.

Public Comment:

Marilyn Loperfido – In support of this item however; these vendors do provide a service to the public selling their fruits and snacks, especially during the hot summer months. Should be a carve out allowing vendors access behind the parking lot, they should not be driven from that area.

Nicole Horstin – We do allow food vendors in the show. They could be in the show line if they go through the proper channels.

Marilyn Dannehower – We could reach out to the people applying for business licenses as an opportunity to bring in more show members with food.

Cris Hamilton – Do we not have restrictions to how many food vendors are allowed in the show?

Jason Bryan – Maximum of eight cottage food vendors are allowed in the show. Currently have one. Could bring this item up for a future agenda.

3. Elimination of 2/3 Vote Requirement for Municipal Code Changes – For Information

Under the authority in Municipal Code sections 15.08.070 and 15.08.170, rule O.8 from the procedures and regulations requiring a 2/3 vote of permit holders for any edit to the Municipal Code will be eliminated.

Jason Bryan – Staff will be eliminating the 2/3 vote requirement.

Public Comment:

Marilyn Loperfido – 2/3 vote was for changes to the ordinance not the municipal code. The show only required a simple majority vote for changing show dates.

Jeff Kennedy – What will the vote be that replaces the 2/3 vote? Changes to the Municipal code in the past have been to the benefit of the show.

Cris Hamilton – What will the 2/3 vote be replaced with?

Jason Bryan – Advisory committee will give recommendations on policy changes moving forward.

4. Past Member Survey – For Discussion

Staff to present a report on a survey conducted with past Show members.

Jason Bryan – Any member who left the show prior to 2018 was emailed and invited to participate in the survey. There were 45 past members who left the show since September 2018, 14 responses received (31%) response rate. Detail provided in the packet. Majority polled left the show because they did not make enough sales.

Cris Hamilton – Do you know who participated in the survey?

Jason Bryan – This was a truly anonymous survey. Do not know who participated.

Public Comment:

Jeff Kennedy – Several members in the Arts section left the show because they were concerned about the future of the show and show integration. Survey needs to be updated.

Marilyn Loperfido – Would like to know how many left pre-covid. We need to know who (names) left the show. Need pictures of new members. Please provide meeting attendance at start of meeting.

Marilyn Dannehower – When was survey conducted?

Jason Bryan – Two months ago. More information in the packet.

5. Change the Anniversary Saturday Show to the 1st Sunday in May for Mother's Day Weekend – For Information

When the Show's anniversary date was changed from the 3rd Sunday to the 2nd Sunday in May it was intended to have this show date coincide with Mother's Day weekend, but that will not be the case in 2022. The anniversary Show will be scheduled to coincide with Mother's Day weekend in 2022 and future years.

Jason Bryan – Will align show anniversary date with Mother's Day weekend.

Marilyn Dannehower – Should rule be revised to reflect this change?

Jason Bryan – Yes, the intent is to align the show with Mother's Day weekend.

Cris Hamilton – Are plans in the works for this weekend?

Jason Bryan – Extra show day on Saturday of Mother's day weekend.

Public Comment:

Marilyn Loperfido – Promote this with the post card we just discussed. We could list breakdown on Advisory Committee membership, include years of participation.

6. Discuss Continuing to use SignUpGenius for Sunday Shows – For Discussion

Continue discussion on either continuing the use of SignUpGenius for Sunday shows or consider reverting to the previous in-person process of claiming spaces.

Jason Bryan – Some members are in favor of continuing use of SignUpGenius. Want to go back to old system or continue with Sign up Genius?

Marilyn Dannehower – Use of this technology has greatly improved the show. Confusion will settle once we have the space assignment meeting. Helps prevent gaps in the show.

Cris Hamilton – I have a space and sign up early.

Marilyn Dannehower – You can drop your space up to 10:00pm on Saturday night.

Nicole Horstin – In favor of continuing with SignUpGenius, fills in the gaps. We need more signage in the area.

Public Comment:

Marilyn Loperfido – Did a previous survey of show members on continuing Sign UpGenius. No mention of the sixty people pushing a button at 10:01. This causes anxiety, if you try to change spaces you lose your assigned space.

Claire Weber – SignUpGenius is a great tool, if we can figure out a way to use it more efficiently. On Sunday mornings, we can post something on spaces available. Can we use our cell phones to notice members of available space?

Eric Whitney – Like the system for the benefits it provides. The pool for members to know where they will be on Sunday mornings will be much smaller once we have the space assignment meeting. Issues will be fewer. Must address perpetual offenders of people reserving the space and not using it.

Deborah Healy – Not a fan, not a fair system. Some have better connections some are not as technically adept. Attendance should not rule the spaces. Seniority should be considered for assigning spaces. Needs more discussion.

Jason Bryan – People are not deleting their space when not attending.

Marilyn Dannehower – Some concern among arts members on crafts manipulating the space assignment meeting. There are many more crafts members than arts. SignUpGenius allows all members equal opportunity.

Cris Hamilton – Like Claire's idea of texting show members when a space will be available.

Nicole Horstin – You know who your neighbors are with SignUpGenius. Member's phone numbers are confidential. You may text the monitor to let him know who is not participating on that given day.

ADJOURNMENT

9:12pm

Link to meeting video:

https://santabarbaraca.gov.zoom.us/rec/share/AjP9rpuycj_fz1evcCEy3UbKf41Lexe9a8BDTMtZQy0PdhSr03bbiQX1s0RN3y7B.gsQ46dyWL91PkNf3

Next Regular Meeting: Via Teleconference - Tuesday, February 8, 2022