



CITY OF SANTA BARBARA

REGULAR MEETING SANTA BARBARA ARTS AND CRAFTS SHOW ADVISORY COMMITTEE

Tuesday
March 8, 2022
6:00 p.m.

This Was Conducted Electronically

DRAFT MEETING MINUTES

CALL TO ORDER

6:02PM

ROLL CALL

Committee

Cris Hamilton – Arts - Present
Brad Kazmerzak – Arts- Present
Marilyn Dannehower – Crafts- Present
Nicole Horstin – Crafts, Chair- Present

Crafts Alternates

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

Arts Alternates

Erin Duffy – 1st Alternate- Excused Absence
Jeff Kennedy – 2nd Alternate- Present

Staff

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

Parks & Recreation Commission Liaison

Robin Unander-La Berge- Present

Member At Large (vacant)

WELCOME NEW COMMITTEE MEMBERS

1. Welcome new Advisory Committee member Brad Kazmerzak and alternates Erin Duffy and Jeff Kennedy
Jason Bryan – Welcomed back to the committee Brad Kazmerzak and Arts alternates Erin Duffy and Jeff Kennedy

SCREEN NEW MEMBERS

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

GENERAL BUSINESS

1. Changes To The Agenda
None
2. Written Communications
 - a. Email from Terry Hufft regarding space sizes
 - b. Email from Claire Weber regarding G.1 and G.8 rule recommendations
 - c. Emails from Jeff Kennedy regarding meeting videos and membership software
(2)

- d. Email from Jeff Kennedy regarding Show integration
- e. Emails from Lenny Ross regarding Sign Up Genius (2)
- f. Emails from Marilyn Loperfido regarding agenda items (2)
- g. Emails from Marilyn Loperfido regarding holiday Show email (3)
- h. Email from Marilyn Loperfido regarding online ballot
- i. Email from Marilyn Loperfido regarding rules G.1 and G.8
- j. Emails from Marilyn Loperfido regarding term limits (2)

3. Public Comment

Marilyn Dannehower – Very important to support the East Section of the show. We need to grow that section, add additional signage created by the show members, add a food court, contact all vendors with a cottage food license to inquire if they would like to join the show, create an Ad-Hoc Committee to discuss ideas and additions to enhance the show indicating that there are many improvements on the way. Include this item on next month’s agenda.

Deborah Healey – Have asked numerous times to create a workshop style Ad-Hoc committee with ideas on how to move forward. Members must have a voice.

Marilyn Loperfido – We must use Ad-Hoc committee workshops moving forward with recommendations brought to the Advisory Committee for implementation.

CONSENT ITEMS

1. Minutes– For Action (Attachment)

That the Committee waive the reading and approve the minutes of the Regular Meetings of January 12, 2022 and February 8, 2022.

M/S/C to approve January 12, 2022 minutes.

M/S/C to approve February 8, 2022 minutes

Marilyn Dannehower requested the show members be informed if they would like an edit to the minutes that request must be presented in writing in advance of the monthly meeting.

2. Attendance Report – For Information

That staff present attendance data for February 2022

Jason Bryan – 130 active members as of March 3, 2022

Marilyn Dannehower – With 83 members showing each week this leaves 47 no shows. Is it the same people who are no shows every week?

Jason Bryan – Yes, more than likely the same group of people are not showing due to personal issues or other obligations.

Marilyn Dannehower – Now that Covid leave has expired these absences are due to medical and personal leave?

Jason Bryan – Not necessarily, Covid leave was extended through March 2022 due to the Omicron variant.

Nicole Horstin – So one-third of the membership is not showing at this time.

Public Comment

Marilyn Loperfido – Winter attendance is historically low. Need to include specific reporting statistics on Functional and Non-functional membership. Please also include who has left the show and reasons why they left.

OLD BUSINESS

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

Continue the discussion from the February meeting considering minimum attendance time and other suggestions to prevent gaps in the show line;

- a. Determine if the Committee would like to move forward with an update to rule G.1 to change the minimum attendance requirement to obtain attendance credit from 2 hours to 4 hours.

Jason Bryan – Nearly unanimous support from members to increase minimum attendance requirement from 2 – 4 hours.

Marilyn Dannehower – These items should be presented separately, we are trying to prevent people from only coming for two hours in order to obtain attendance credit. Members should be able to stay home when ill or if they have a personal obligation.

Brad Kazmerzak – In favor of a minimum four hour attendance requirement.

Cris Hamilton – In general members agreed that four hours was a reasonable requirement?

Marilyn Dannehower – Most members agreed on five hours minimum attendance not four. Four hour minimum would allow members to leave at 2:00pm which will leave huge holes in the show at a peak time in the show. Most members who only show for two hours start at 10:00am.

Nicole Horstin – Agree that five hours should be the minimum. This would have members leaving at 3:00pm.

Jason Bryan – Show hours are 10:00am to dusk. Members do not have to start at 10:00am, could come in at 12 noon and show for five hours. Rules would have to be changed to edit minimum hour's attendance.

Brad Kazmerzak – Should be at least 10:00am – 3:00pm or 10:00am – 4:00pm.

Cris Hamilton – An extra hour of attendance will not solve these issues. Members will then be leaving at 3:00pm as customers are arriving after lunch.

Marilyn Dannehower – Two hour minimum is hurting the show. We must support our members all the way down the line of the show. Whether that is five or six hours, support that. The show should stay full through the afternoon.

Brad Kazmerzak – Too many rules in the show, changes are necessary. Should be 10:00am – 4:00pm, 6 hours.

Public Comment -

1. Members who leave early are typically more senior members who cannot stay 4 – 6 hours.
2. Gaps are exacerbated by low attendance. Minimum attendance should be at least 5 hours but preferably 6 hours.

Robin Unander-La Berge – Parks and Recreation Commission liaison and also a patron of the show. Somewhat discouraging to see gaps in the show, confusing to visitors who see large empty spaces between vendors.

Marilyn Dannehower – Members can call the show monitor and let him know if they must leave early. Should be a minimum of 5 hour attendance, 10:00am – 3:00pm. If members must leave early they should be placed at the end of the show line.

Jason Bryan – Recommendation; Five hour minimum for attendance unless wind or unusual weather event at which time all members will receive attendance credit. Exceptions considered for ADA compliance.

M/S/C to move forward with increasing minimum attendance credit from 2 hours to 5 hours in order to obtain attendance credit. The full rule language will be published in the April agenda that can be voted on in May.

- b. Determine if the Committee would like to move forward with the suggestion of providing quarterly attendance credit up to but not exceeding perfect attendance for members with a specified seniority. An example policy for discussion would be members with 5 years seniority would receive 1 attendance credit per quarter and members with 10 or more years seniority would receive 2 attendance credits per quarter.

Jason Bryan – This item will establish a new approach to the show. Presented a conversion comparison to City Paid Time Off (PTO) Policy as an example.

Marilyn Dannehower – In full support of this item, members should not get more than perfect attendance using the conversion comparison, 5 year and 10 year attendance credits seem fair, this conversion comparison will also help to correct gaps in the show as members may use their credits for time off.

Brad Kazmerzak – In full support.

Nicole Horstin – Would like to lower the thresholds to 2 and 8 years in order to reward newer members to the show.

Cris Hamilton – In support of this item with a 2 year threshold.

Brad Kazmerzak – In support of 2 and 10 year thresholds. Two years is equal to four Sundays off per year, ten years is equal to eight Sundays off per year.

Public Comment:

1. Members who have an assigned space will not benefit from this incentive.
2. This is not an employment contract, you can choose not to attend without penalty.
3. Senior members should accrue more days than new members, should be an annual accrual not quarterly.
4. Rule should protect members from losing their space. We must honor seniority.

Brad Kazmerzak – Attendance should not outweigh seniority. Major problem with gaps is on the East side of the show.

Marilyn Dannehower – Two years is too soon to reward show members, should be 5 and 10 year threshold. Lesson attendance credits to two credits per year. Attendance credits matter to members who do not have the prime assigned spaces.

Jason Bryan – Quarterly is a much simpler process to manage. Going by date of joining the show would be very complex way to assign attendance credits.

Recommend continuing this item to next month's agenda for discussion.

2. Advertising Report – For Action

Staff to present an update on advertising; open item to public comment; bring back to Committee for Action

- a. Approve Chamber "Flat Map" ad for 2022 for \$750 (price discount)
- b. Approve rack card distribution for \$2,147 (previously discussed and confirmed that Bakersfield will be included at no additional cost)
- c. Approve rack card printing at \$576 for 12,500 cards or \$843 for 20,000 cards

Jason Bryan – Recommend using QR code on Flat Map for discount.

Brad Kazmerzak – Have had great success using QR codes. Can we link the code to a page that will list the artists offering discounts?

Jason Bryan – Yes, and can update it as we choose. Can also look at updating images on card. Nicole to review her pictures for some examples.

Cris Hamilton – Are we also promoting upcoming holiday shows; Mother's Day, etc.?

Jason Bryan – Yes, email blasts, Facebook and press release.

Public Comment -

1. Picture is great, no need to change.

M/S/C to approve all three advertising budget items; including \$843 for 20,000 cards.

Nicole Horstin and Cris Hamilton will revise image and QR code.

3. Decide if the Show will Continuing to use SignUpGenius for Sunday Shows – For Action

Continue the discussion from the February meeting on to determine if the use of SignUpGenius for Sunday shows will be continued; open item to public comment; bring back to Committee for action.

Jason Bryan – Staff time spent on managing SignUpGenius has been underestimated. Park and Recreation Commission has decided to end its support of SignUpGenius for pickle ball on July 1st. Consider looking into an alternative to SignUpGenius.

Marilyn Dannehower – Pickle Ball should not be compared to Arts and Crafts show. Can develop an Ad-Hoc committee to look into “sign up”, alternative program. Should not go back to the old system of assigning spaces.

Cris Hamilton – Not a fan of SignUpGenius.

Nicole Horstin – Works well, love it.

Brad Kazmerzak – Has positively impacted the show and allowed show members to get along on Sundays.

Marilyn Dannehower – Lots of spaces have owners but those owners do not show up so they are up for grabs each week.

Jason Bryan – City will only support and “Opt Out” system such as “Sign Up”.

Public Comment -

1. Unfair system – certain people get the prime spots each week, every week.
2. We need an Ad-Hoc Committee to make recommendations moving forward.
3. Holiday Show sign-ups are a breeze.
4. Slower computers and/or internet does not allow for a fair competition for spaces.
5. Increase show fees to cover staff costs to manage the program.

Jason Bryan – To summarize; staff to investigate some type of Opt-out system such as “SignUp”. Show members can make recommendations to the Committee.

ADJOURNMENT – due to time limits, no other items were covered.

Adjourned 9:19pm

Meeting Video Link

https://santabarbaraca-gov.zoom.us/rec/share/rekTPrVoAPBO1k1w2dieDy-NvUGLLc2WGOMepIDwaPmcQLBmN9fbbazeN5sV36_X.MTDVhg-UqRe1_Fy1

Next Regular Meeting: **Via Teleconference**
Tuesday, April 12, 2022

