



CITY OF SANTA BARBARA

**SPECIAL MEETING
SANTA BARBARA ARTS AND CRAFTS SHOW
ADVISORY COMMITTEE**

**Tuesday
April 9, 2024
6:00 p.m.**

**Casa Las Palmas
323 E Cabrillo Blvd, Santa Barbara CA 93101**

MEETING MINUTES

CALL TO ORDER 6:10PM

ROLL CALL

Committee

Joseph Claus – Arts, unexcused absence
Brad Kazmerzak – Arts, present
Marilyn Dannehower – Crafts, present
Nicole Horstin – Crafts, present

Crafts Alternates

Marilyn Loperfido, present

Arts Alternates

none

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, not present

Member At Large (vacant)

SCREEN MEMBERS

Last	First	Primary	New Addition Rejoin	Description	Decision / Cautions
Mallory	Erik	Crafts	New	3D printed products	3 – 0 Approved upon inspection of studio
Symonds	Kate	Arts	Addition	Painted objects and paper mosaic	3 – 0 Approved
Jamison	Emma	Crafts	New	Pet bandanas and mats	3 – 0 Approved, for pet mats, all over repetitive patterns only, no commercially printed fabric
Rios	Veronica	Crafts	New	Polymer clay jewelry	3 – 0 Approved

GENERAL BUSINESS

1. Changes to the Agenda
None

2. Written Communications

- a. Emails from Joel Gruenberg regarding signs (2)
- b. Emails from Marilyn Loperfido regarding ad-hoc meetings and new space reservation system (4)
- c. Notes from Marilyn Dannehower from the March 6th and March 27th Ad-Hoc meetings. (2)

3. Public Comment

Marilyn Loperfido – New member screeners should be required to physically attend meetings, not be conditionally approved by Jason. The board must approve.

Needs to be planning and noticing now on 59th anniversary of the show, add to May agenda. Start planning now for next year 60th. Marilyn would like her phone number to remain on correspondence submitted.

CONSENT ITEMS

1. **Minutes– For Action (Attachment)**

Nicole Horstin – On page 3, 7th paragraph, add “for that quarter” at the end of the last sentence.

M/S/C to approve the minutes of the February 13, 2024 regular meeting minutes of the with edit.

2. **Attendance Report – For Information**

Staff presented attendance data for February and March 2024

2/4/24	148 (voted an unreasonable weather day)
2/11/24	92
2/18/24	148 (voted an unreasonable weather day)
2/25/24	85
3/3/24	148 (voted an unreasonable weather day)
3/10/24	87
3/17/24	89
3/24/24	148 (voted an unreasonable weather day)
3/31/24	148 (voted an unreasonable weather day)

148 members as of 4/4/24 (net decrease of 1 since February)

Brad Kazmerzak – Is it possible to add some additional Saturdays to make up for some of these lost days?

Rich Hanna – We are in the process of collaborating with staff on some Saturday dates that may be available. This item will be placed on next month’s agenda with recommendations for additional Saturday dates.

NEW BUSINESS

1. **Approval of Funk Zone Map ad placement – For Action**

Recommendation: Approve \$300 to continue ad placement in the Funk Zone map for 2024. Open item to public comment; bring back to Committee for Action.

M/S/C to approve \$300 expenditure.

2. Plan for 2 additional sandwich board signs to be placed on Show Sundays – For Action

Recommendation: Consider using the sign designed by Nadine Mitchell as a template (attached) for the two additional signs that have already had expenses approved. Open item to public comment; bring back to Committee for Action.

Jason Bryan – Recommend a simple sign as in the example provided. Starting point with more content on the sign with larger arrows. Too many words on signs are not recommended.

Marilyn Dannehower - Example is great. Maybe two different signs.

Nicole Horston – Red arrow could be magnetic so that it can be positioned in different directions.

Brad Kazmerzak – Different colors, one blue one yellow. Must include QR code.

Public Comment

Marilyn Loperfido – Different verbiage recommended. Recommend logo be much smaller on bottom right and QR code moved to bottom left side. East section needs support, the whole point of these signs is to welcome public to the East section.

Jim Hockin – Whole sign can be in the form of an arrow, simple and obvious.

Marilyn Dannehower – Orange and Yellow recommended along with big arrows.

Marilyn Loperfido – All four signs should be cohesive, more artwork.

Jason Bryan - Bring back to next meeting for further discussion on content and design in signs.

3. Consider allowing Cottage Foods vendors to setup in West section spaces on Holiday Shows and/or unreasonable weather days – For Discussion

Recommendation: Briefly discuss this topic to determine if the Committee would like to consider allowing Cottage Foods vendors to set up in the West section on holiday shows and/or weather days. Open item to public comment; bring back to Committee for Discussion.

Jason Bryan - Allow Cottage Food vendors to set up in the West section on holiday shows and weather days.

Marilyn Dannehower – Could have a little food court, not in favor of them competing in the West section.

Brad Kazmerzak – They could come up to Garden Street, as a grouping of food vendors on any normal Sunday. Why only Saturday and weather days.

Nicole Horstin – There was only one food vendor, showed alone, no one else in the section, seemed unfair.

Public Comment

Jack Bailey - Weather days and Saturdays only.

Marilyn Dannehower – Re-word to show up to the Garden St. lot. Also, let Cottage food vendors know we will be discussing this item on the next agenda so they can attend.

Jason Bryan – Can be placed on May agenda for further discussion, regarding Holiday shows and on weather days up to Garden Street.

OLD BUSINESS

1. Plan for replacement of SignUpGenius system for regular show space assignments – For Discussion

Recommendation: Continue the discussion about replacing the Sunday space reservation system. Feedback from two Ad-Hoc meetings will be reviewed. This discussion will also include procedures for when a member does not relinquish an assigned space. Open item to public comment; bring back to Committee for Discussion.

Jason Bryan – There is not equal access to technology among members, looked at the bot issue regarding one member specifically – this person is fast, was not using a bot. We can no longer use an open space process. System needs to be basic. Most members have a setup of 90 minutes or less.

Sign Up Space – Should be a basic system like we used to have, first come first serve. Opt-out system – 8:30am pull out a chip with a number to select space. Must be a manageable system without technology. Less work and more equitable for all.

Rich Hanna– Jason and other staff are spending too much time on this committee. Must move this forward to free up staff time.

Jason Bryan – Spaces will be printed on 11 x 17 spreadsheet, pull your chip, noted on document. Documents will be preprinted with assigned spaces.

Marilyn Dannehower – Will monitor check on members to confirm they are in the right space.

Jason Bryan – Monitor will confirm assigned spaces. Members show up for the priority process, there will be no technological advantage. Members must be there in person – viable solution – manageable and fair.

Nicole Horstin – Seems like a simple, fair process.

Rich Hanna – Recommend Committee try this as a pilot program for 2 weeks.

Marilyn Dannehower - To assign spaces members must relinquish their assigned space.

Public Comment

Jack Baily– Not in favor of eliminating technology. All P & R sign-ups are technology based, pickle ball, aquatics programs, tennis etc. City College using online signups as well. Members must take ownership, purchase a computer, get better internet service etc. Would like to sign up by 8:00am so that I can be fully set up in my space by 10:00am. The entire membership needs to be informed that you are proposing to get rid of an online system. Another consideration will certainly be parking.

Deborah Healy - A simple process is better than a lot of rules. Need to work on getting all members an assigned space. Rebuilding the show should be our focus. Need to retain members. Many people have screened in and are not coming to the show.

Jim Hockin – Can Jake handle all this process alone. Appears to be a very tedious process, should we have a second monitor.

Marilyn Loperfido – As long as we can opt out by 10:00am, prepopulate assigned spaces, need a hybrid system.

Jack Baily – Parking is certainly an issue. If I don't know where I am going to be set up, I don't know where to park.

Deborah Healy – West section has maybe 5 – 6 spaces open.

Jason Bryan – We did get rid of signup for tennis because there were a lot of issues with bots. City College is admission process only, not assigned seating. Recruiting for a second monitor is ongoing – AM – PM shift. Members should opt out at 8:00am

Rich Hanna - Minimum wage is now \$20 hr. for fast food workers. We increased our wages accordingly. Signup genius was used during the pandemic for tennis and swimming only. Show members have invested in the success of this show. Must be sustainable in the long run. We have removed signup because it was not sustainable now that we are fully back to our regular programming.

Kevin Healy – Hybrid system seems most equitable, simple system is best.

Brad Kazmerzak – Can we pull the numbers digitally on Thursdays.

Jason Bryan – We would then be basically going back to what we are doing now.

Marilyn Dannehower – We are creating neighborhoods in the show, there is comradery with your neighbors.

Marilyn Dannehower – Ad Hoc meetings on new rules regarding relinquishing spaces when they are not being used, this is a policy change. Consequences to actions still need discussion. Making edits, will submit modified proposal at next meeting.

Jason Bryan – There are still details to be addressed on these issues.

Deborah Healy– There is no rule now. With a rule in place there will be compliance.

Marilyn Loperfido – There is no rule in place now. What you don't want are new rules. Not one of the members who attended the Ad Hoc meetings agreed to these rules or this language.

Jack Baily– Accountability is valuable, will be abused if no consequence to actions.

Rich Hanna– No action tonight, no rule suggestions, on agenda for discussion only, bring back on future agenda for further discussion.

ADJOURNMENT 8:13PM

Next Regular Meeting: Tuesday, May 14, 2024