



CITY OF SANTA BARBARA

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

**Tuesday
May 14, 2024
6:00 p.m.**

**Palm Park Beach House
236 E Cabrillo Blvd, Santa Barbara CA 93101**

MEETING MINUTES

PUBLIC COMMENT: Each speaker will be given a total of 2 minutes to address the Committee. Pooling of time is not allowed during public comment. The time allotted for general public comment at the beginning of session is 15 minutes.

WRITTEN PUBLIC COMMENT: Written public comment regarding items on the agenda or any matters not listed on the agenda, but within the jurisdiction of the Santa Barbara Arts and Crafts Show Advisory Committee, may be emailed to JBryan@SantaBarbaraCA.gov. All written public comments will be provided to the Advisory Committee and will become part of the public record. Comments received no later than 24 hours before the meeting will be submitted to Advisory Committee members prior to the meeting.

CALL TO ORDER 6:05PM

ROLL CALL

Committee

Joseph Claus – Arts, Present
Brad Kazmerzak – Arts, Present
Marilyn Dannehower – Crafts, Present
Nicole Horstin – Crafts, Absent

Staff

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

Crafts Alternates

Marilyn Loperfido, Present

Parks & Recreation Commission Liaison

Robin Unander-La Berge, Absent

Arts Alternates

none

Member At Large (vacant)

SCREEN MEMBERS

Last	First	Primary	New Addition Rejoin	Description	Decision / Cautions
Browdy	Jacqueline	Crafts	New	Cotton reusable bags and pouches. Coin purses.	4– 0 Approved upon reading and abiding by rules of show
Jamison	Emma	Crafts	Addition	Pet bandanas and tote bags	4 – 0 Approved
Colacchia	Amanda	Crafts	Addition	Polymer clay jewelry	4 – 0 Approved

GENERAL BUSINESS

1. Changes to the Agenda

Jason Bryan – Staff recommended starting with New Business.

2. Written Communications

- a. Email from Jack Bailey regarding space reservation system.
- b. Email from Joel Gruenberg regarding signs.

3. Public Comment

Jack Baily – Suggested lengthening the mandatory time people need to remain at the show to get attendance credit. Four hours in Winter and five hours in Summer.

Marilyn Dannehower – Members are packing up and leaving too early. Agree, should be longer times required.

CONSENT ITEMS

1. Minutes– For Action (Attachment)

Recommendation: That the Committee waive the reading and approve the minutes of the Regular Meeting of April 9, 2024

Marilyn Loperfido – Edit page 4, pilot program should be for two months not two weeks.

M/S/C to approve April 9, 2024, minutes with edits.

2. Attendance Report – For Information

Recommendation: That staff present attendance data for April 2022

4/7/24	93
4/14/24	148 (voted an unreasonable weather day)
4/21/24	93
4/28/24	98

148 members as of 5/10/24 (no net change since February)

OLD BUSINESS

1. Approve 2 additional sandwich board signs to be placed on Show Sundays – For Action

Recommendation: updated sign options will be presented to the Committee for review and possible approval. Open item to public comment; bring back to Committee for Action.

Jason Bryan - Provided some examples in your packet, front and back of signs. A large variety of products added QR codes at the top.

Marilyn Loperfido – Needs bullet points or asterisk in front of words, no pet stuff, pet items, maybe pet gear?

Marilyn Dannehower – Yes, change to pet gear and bullets for the lists.

M/S/C with changes to “pet gear” and bullet points

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

Recommendation: Continue the discussion from the April meeting that could allow Cottage Food vendors access to some West section spaces when conditions are met.

B.23 (2nd paragraph)

Cottage food vendors are exempt from maintaining a California Sellers Permit unless they sell carbonated beverages. Cottage food vendors are allowed to operate in partnerships of no more than 2 individuals. Cottage food vendors may only setup in the East Section. Cottage food vendors may not exhibit in the West Section of the show **on regular Sunday shows. On holiday shows and when members vote for an unreasonable weather day, Cottage food vendors may also exhibit in West Section spaces east of Garden Street.**

(red text is the draft addition under consideration)

Open item to public comment; bring back to Committee for Discussion.

Marilyn Dannehower – Strongly support this item and language.

Marilyn Loperfido – In any East or West section spaces? Should clarify “in any” East section spaces or West Section spaces.

Public Comment

Deborah Healy – No reason to rush to a decision on this item. Language needs to be clear and understandable.

Marilyn Loperfido - For unreasonable weather days and holidays shows, cottage food may also set up in the West Section 190 through 250.

M/S/C Motion to put revised text on next month's agenda with new language for action.

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

Recommendation: Continue the discussion from the April meeting about replacing the Sunday space reservation system. Based on discussion at the April Advisory Committee meeting, the following framework will be built upon:

- Members can opt-in to have their space automatically reserved each Sunday.
 - Members with an automatically reserved space must notify the office by 10:00 am Thursday or leave a message on the Monitor cell by 8:00 am Sunday if they do not plan on attending.
- Members may begin setting up in their own assigned space as early as 6:00 am.
- Members not setting up in their own assigned space will meet at the Palm Park Beach House at a specified time to pick numbers to determine the order they can choose available spaces.

Open item to public comment; bring back to Committee for Discussion.

Jason Bryan - Start number selection at 8:30am – random process, need a trial run with 20 people – pick a number, will fill in the show line. Once you claim a space, your assigned space will open.

Marilyn Dannehower – Need stated time 8:30am. What happens when sick – must call Jake by 8:00am?

Marilyn Loperfido – 8:00am – 8:30am yes. Not a requirement. Should be a grace period, people will arrive after lottery time. No repercussions for those who cannot call between 8:00am – 10:00am.

Joe Claus – Pleased with this, 8:30am sounds reasonable.

Public Comment

David Draeger – Members will not know what’s available until they show up at the meeting in person.

Marilyn Dannehower – So Jason, after you get the initial information on Wednesday, you can send an email of who opts-in.

Jason Bryan – 8:00am – 8:30am should be start. Looking to hire an additional Monitor to assist with this process.

4. Discuss Show management options for when members do not follow the new space claiming policy and how to modify the process on weather days – For Discussion

Recommendation: Continue the discussion from the April meeting regarding the new Sunday space reservation system.

- The policy needs to be developed for repeatedly reserving space and not exhibiting.
- Reasonable accommodation needs to be made for weather days and unforeseen emergencies.

Open item to public comment; bring back to Committee for Discussion.

Jason Bryan – Included a written statement by Marilyn Dannehower with a consensus from other Show members on recommendations for violations.

Marilyn Dannehower –Read aloud written statement.

Brad Kazmerzak – Like the more serious repercussion for second violation, if within two quarters – first time is a warning, second time – lose chance at the following Sunday space.

Joe Claus – Warning for first infraction – second infraction - smallest penalty possible.

Brad Kazmerzak – Management makes final call on penalty.

Rich Hanna– All infractions are appealable to the Parks and Recreation Commission.

Marilyn Loperfido – We never had a policy on “space gifting”. This was a given practice if you weren’t coming you would tell someone and allow them to have the space. This practice was not viewed as a violation for the past forty-five years. This is a huge change in the policy and management of the show. This change needs to be written out specifically, educate show members on what we’re doing and why we are doing it. Not just a rule change. Call the monitor if you can’t make it between 8:00am – 10:00am. No need to give details on why. Offensive to take someone’s space away for gifting. Educate show members do not penalize them.

Public comment

Jim Hockin – Please confirm monitor phone number. Spaces are not ours to give.

Jason Bryan – The monitor phone is 805-448-3992 and is available 24/7 on the Show’s website.

Pamela Newman – Must show at the end of the show line if you violate policy.

David Draeger– This process has been going on for decades – has been unfair. Now we will have an equitable process for show members.

Deborah Healy– Must be a case-by-case basis on these violations.

Rich Hanna – Would suggest a process that after calling to inform monitor you will not attend, then follow up with an email for clarity and documentation purposes.

Marilyn Loperfido – Don’t want to create more work for staff, the party who is gifting the space and the party who accepts it are both at fault.

Marilyn Dannehower - Weather Day, not expected to call in on a weather day, cannot have a rule for very single issue that will come up.

Jason Bryan - Approximately 50 - 70 people will Opt-in spaces on a regular day. On a weather day or assumed weather day – vote will take place at 9:30am– no penalties will incur on weather days.

Public Comment

Jim Hockin – People call the person they gift the space to. Weather day – people just take your space.

Jack Bailey – Can we call weather day the night before?

David Draeger– How do you know if someone else gifted the space – After 10:00am could be anyone.

Marilyn Dannehower – Monitor needs to be confirming who ends up with what spaces.

Jason Bryan – Weather days are determined by a vote of the members. Sometimes it is very obviously a weather day. The grid will determine who is in what spaces.

NEW BUSINESS

1. **Select 3 additional Saturdays to add to the summer/fall calendar – For Action**

Recommendation: Due to a significant number of weather events impacting the Show this past winter, the Department authorized 3 additional Saturday shows between June and October. Staff will present date options for the Committee to select from. Open item to public comment; bring back to Committee for Action.

Jason Bryan – Management has approved the following additional Saturday shows this summer.

June 29th – Coincides with Greek Festival

July 20th - Coincides with the California Wine Festival

August 17th – World Honeybee Day

Marilyn Dannehower – We need signage advertising the show.

Rich Hanna – Will check with event organizers.

Jason Bryan – These events are permitted; we would be piggy backing on their event.

Marilyn Loperfido – Greek Festival and California Wine Festival are a wonderful opportunity, lots of free publicity.

Public comment

Jack Bailey - Like Father's Day for next year.

M/S/C to approve selected three Saturday shows; June 29th, July 20th, and August 17th.

2. 59th Anniversary Holiday Show promotion – For Information

Recommendation: Staff will present information on promotion for the 59th anniversary. Open item to public comment; bring back to Committee for Discussion.

Jason Bryan – I was told it was a great show – Instagram and Facebook hits were over 17,000.

Rich Hanna – If we market the 60th under the special event umbrella we will have some additional advantages with marketing.

Brad Kazmerzak – 60th needs to be a huge event, need to start planning this now.

Joe Claus – Ask UCSB students to put together a marketing proposal for the promotion of the 60th anniversary show.

Public comment

Jim Hockin – Solstice parade committee had a State Representative present a Proclamation.

ADJOURNMENT 8:19

Next Regular Meeting: Tuesday, June 11, 2024