



CITY OF SANTA BARBARA

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

**Tuesday
November 12, 2024
6:00 p.m.**

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

AGENDA

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 6:01pm

ROLL CALL

Committee

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

Staff

Rich Hanna – Recreation Manager, present
Jason Bryan – Senior Recreation Supervisor, present
Janet Sackett – Administrative Specialist, not present
Nicole Morgan – Recreation Specialist, present

Crafts Alternates

Marilyn Loperfido, present

Parks & Recreation Commission Liaison

Robin Unander-La Berge, not present

Arts Alternates

none

Member At Large (vacant)

SCREEN MEMBERS

Last	First	Primary	New Addition Rejoin	Description	Vote/ Cautions
Barnes	Lisa	Arts	Rejoin	Paintings and greeting cards	Not present
Rameson	Kylie	Crafts	New	Jewelry and paintings	Not present
Garza	Veronica	Crafts	New	Jewelry, macramé, knitted items. <i>Approved unanimously.</i>	4-0, for jewelry – commercial beads cannot be dominant, see guidelines

Vosburg	Candy	Crafts	New	Ceramics, jewelry and stained glass	Not present
Calautti	Sarah	Crafts	New	Jewelry	4-0

GENERAL BUSINESS

1. Changes to the Agenda
None.
2. Written Communications
 - a. Email from Cimmi Cumes regarding lottery system
 - b. Emails from Jack Bailey (3) regarding lottery system
 - c. Email from Janet Jacobsen regarding gaps in the show line
 - d. Email from Marilyn Loperfido regarding space assignment
 - e. Email from Jeff Kennedy regarding sidewalk construction
3. Public Comment

Marilyn Loperfido – Has been attending State Street Master planning meetings to speak about the Arts and Crafts Shows activity on Cabrillo Boulevard and to recommend that advertisement regarding the Arts and Crafts Show be included by signage, public information, and transportation routes to Cabrillo Boulevard.

Joe Claus– Thanked Jason for his service and asked Jason to share the five things he’s learned in his time with the City.

Kevin Healy – Question for staff on e-bike paths.

Jason Bryan – E-bikes paths are outside of the jurisdiction of the Committee.

Rich Hanna – There are proposed changes to the municipal code dealing with motorized and electric bikes that has gone to the City Council Ordinance Committee before going to the City Council. Once the Ordinance is adopted, staff can request a presentation from someone in planning or transportation to inform the Committee.

Marilyn Dannehower – How can we have our voice heard on e-bikes.

Rich Hanna - Jason can send out the information to the entire committee.

CONSENT ITEMS

1. **Minutes– For Action (Attachment)**
Recommendation: That the Committee waive the reading and approve the minutes of the July 9, 2024, and October 8, 2024, meetings.

M/S/C to approve July 9, 2024, and October 8, 2024, minutes.

2. **Attendance Report – For Information**
Recommendation: That staff present attendance data for October 2024

10/6/24	88
10/13/24	93
10/20/24	86

121 total members as of 11/4/24 (increase of 2 since September)

OLD BUSINESS

1. Review implementation plan for replacement of SignUpGenius system for regular show space assignments – For Discussion

Recommendation: Continue discussion of the new opt-out system discussed at the October meeting. Open item to public comment; bring back to Committee for Discussion.

Jason Bryan – Discussed transitioning to a new sign-up method. This process would only require members who know they cannot attend to contact staff. Sign-ups will not be held open until Sunday but will close Thursday morning. To minimize habitual dropouts that cause gaps in the show, the recommendation is to change the culture of reserving a spot and not showing up. propose holding a special meeting to review the new system implementation.

Public Comment:

Silvie Terrell – Does that mean that there is no lottery on Sunday mornings?

Jason Bryan – Correct.

Jack Bailey – If someone does drop out after Thursday, how will those spaces be given away?

Jason Bryan – Notify the monitor in last minute instances. Depending on the timing there will be different considerations.

Jack Bailey – Will there be accountability to ensure that the member who signed up for the space is in their assigned space?

Jason Bryan – Yes.

Jack Bailey – In favor for the lottery system, especially in advance, which would take care of the parking issue.

Jim Hockin - Now we just don't sign up for spots if we are not going to be there, but the change is that we must tell staff or opt out online. How is that different than not signing up?

Jason Bryan– The difference is that you are a regular, you will be automatically opted-in, so unless you let staff know if an absence, your space will be automatically reserved.

Marilyn Loperfido – There shouldn't need to be an emergency to take our name off after the cutoff time. There needs to be some way to help those people looking for a space, to start setting up before 10AM. There needs to be reconsideration for cancellation between Thursday and Sunday. Using your assigned space six times in a quarter is a different discussion that should not be combined with the sign-up discussion.

Jason Bryan – Yes, the six times in an assigned space will be a different discussion.

Deborah Healy – The new implementations are getting away from the technology unfairness for members.

Marilyn Dannehower – Do you want to address why the change was made?

Jason Bryan – Based on feedback, this was the appropriate direction. An improvement in the current system that members have adopted since COVID, that removes uncertainty. If it does not work, it can always be reconsidered down the road.

Jim Hockin – It should be emphasized that the biggest change is now to opt-out.

Marilyn Loperfido – Discussed that if you cannot make it to your space on Sunday but past Thursday opt-out deadline, you are not going to get cited.

Jason Bryan – For a first time there will be a warning, but if it is a habitual then there may be consequences.

Marilyn Loperfido – Two separate issues, one is space trading, and one is not making it on Sunday past the Thursday deadline. Do you not cite someone for changing it between Thursday and Sunday?

Brad Kazmerzak – For clarification, if this is a habitual issue, then there should be penalty.

David Drager – As long as you contact Jason then it is, okay?

Jason Bryan – If I get a habitual email, then they may receive a penalty. Circumstances will always be taken into consideration.

Jim Hockin – What is the difference between the opt out and the email?

Jason Bryan – You cannot opt out as an emergency; email is for emergency.

2. 60th Show Anniversary in May – For Discussion

Recommendation: Begin planning for the Show's 60th anniversary – invite members to participate in an ad-hoc committee. Open item to public comment; bring back to Committee for Discussion.

Marilyn Loperfido – Provided information on the last anniversary celebration of the show which involved a three-day celebration. In the past, the anniversary celebration raised funds that were allocated towards show advertisement. Commented on the history of preparing a questionnaire for show members. Commented on history of collaborating with Arts from Scrap. Remaining donated items were auctioned off.

Jason Bryan – There is a need to form an ad hoc subcommittee for planning, Marilyn Loperfido has already volunteered.

Joe Claus – Introduced an idea for a design contest on tote bags. The committee picks a winner for the tote bag.

Jason Bryan – Great idea to feed into ad hoc group. Staff can set up teams meeting to discuss. As a reminder, we cannot have a quorum and should avoid a serial meeting. An email asking for participation in the ad hoc subcommittee will be sent out.

Public comment:

None.

NEW BUSINESS

1. Introduction of new staff and staff transition plan – For Information

Recommendation: Staff will present information on upcoming staffing changes. Open item to public comment; bring back to Committee for Discussion.

Rich: Discussion of Jason Bryan last day and realignment within the Parks and Recreation Department Recreation Division. Background on Nicole Morgan who will be taking on the staff liaison and administrative role for the Arts and Crafts Show.

Public comment:

Marilyn Loperfido – Shared excitement regarding a potential connection to outreach to youth. What is the new chain of command?

Rich: Nicole, Michelle, Rich, then Jill Zachary. In addition to Nicole, staff are exploring an additional Recreation Coordinator who would also be assigned to the Sunday Shows along with the current hourly monitor.

2. Review complaint received by Joe Claus against Jeff Kennedy – For Information

Recommendation: Staff will review a complaint received November 6th regarding an incident on September 29th. Open item to public comment; bring back to Committee for Discussion.

Jason Bryan – The Committee asked, at the last meeting, that staff be more forthcoming with reporting complaints back to the Committee.

Rich: Jason spoke with Kennedy and Claus via email. Staff do not feel that this rose to a Code of Conduct violation. There is no other recommendation or comment from staff other than bringing this to the commission as was suggested by the committee.

Joe Claus – Staff did not consider this behavior harassment? Or the videos photos to be harassment?

Rich – The focus here is on the most recent incident which did not rise to the level of a Code of Conduct violation.

Jason Bryan – Although pictures and video were taken, it was not a Code of Conduct violation.

Joe Claus – Asks that staff immediately remove Jeff Kennedy from participating in the Santa Barbara Arts and Craft Show.

Rich Hanna – Staff has explained the process and has explained that this incident does not violate the Code of Conduct, and therefore does not rise to the need for an appeal from the Parks and Recreation Director.

Public Comment :

Jeff Kenedy – Where did Joe get this information?

Jason Bryan – From previous info in past correspondence packets.

Jeff Kennedy – Offered additional comments on the interaction with Joe Claus, described not appreciating the photos or videos taken.

Back to Committee for discussion.

No further discussion.

3. **Advisory Committee Election – For Information**

Recommendation: Staff will review the upcoming election to fill two spaces on the Advisory Committee; Nicole Horstin and Brad Kazmerzak have served two terms and cannot fill the 2-year positions that will begin in January. Open item to public comment; bring back to Committee for Discussion.

Jason Bryan – Thanks to Nicole Horstin and Brad Kazmerzak for their service. We will have two open seats to fill.

Marilyn Dannehower. – I am in favor of getting rid of arts and crafts labels and just vote in two people.

Jason Bryan – That is a possibility, not for this election, but possibly for the next election.

Marilyn Dannehower – I would like to see it added on the spring agenda.

Public Comment:

Jack Bailey – In favor of getting rid of labels and adding a 5th member to avoid technical splits.

Marilyn Loperfido – We are supposed to have member at large, we have been unsuccessful recruiting for this position for a long time. Possibly in the future.

4. **Advertising Fund Approvals – For Action**

A. Chamber of Commerce Membership Renewal - \$525

B. Independent Gift Guide - \$600 for ¼ page or \$850 for ½ page

Recommendation: Staff recommends approving the Chamber of Commerce membership and securing either a ¼ or ½ page ad in the Independent Gift Guide. Open item to public comment; bring back to Committee for Action.

Jason Bryan – Two memberships we maintain are Visit Santa Barbara (boarder reach) and Chamber of Commerce (local level). Staff is recommending the renewal of membership in the Chamber of Commerce for \$525.00, you must be a member to be on the flat map. Additionally, a recommendation for a quarter or half page ad in the Santa Barbara Independent Gift Guide. Available is \$3,450.00 available in the advertising fund, keep in mind that a purchase of tote bags would use this funding as well.

Marilyn Dannehower – Supports both a membership in the Chamber of Commerce flat map and an ad in the Independent Gift Guide.

Brad Kazmerzak– Half or quarter page? We should do

Nicole Horstin – We did the half page last year.

Public Comment:

Marilyn Loperfido – Does the \$3,450.00 include the RACK card printing and distribution? When is the next funk zone map due?

Jason Bryan – Yes, the RACK card printing and distribution have already been included. The Funk Zone Map may be coming up in the next calendar year and it was about \$350.00

Marilyn Loperfido – The Arts and Craft Show was voted runner up for Best Of. Accounting for the Funk Zone map, the budget is closer to \$3,000.00. Recommendation for the quarter page, keeping in mind that the anniversary is coming up.

Silvie Terrell– Does the independent have an ad every week for the A&C?

Jason Bryan – They have a calendar listing, but it is difficult for A&C to be in that since Parks and Recreation has so many ongoing activities. Additionally, editorial staff selects calendar items to focus on.

M/S/C - Renew Chamber of Commerce membership, half page in the SB Independent Gift Guide

ADJOURNMENT

Adjourned at 7:42 p.m.

REPORTS: Copies of documents relating to agenda items are available for review at the Santa Barbara Arts and Crafts Show Office, 100 East Carrillo Street, during normal business hours. Please note that emailed meeting packets may not include some exhibits. Materials related to an item on this agenda submitted to the Santa Barbara Arts and Crafts Show Advisory Committee after distribution of the agenda packet are available for public inspection in the Santa Barbara Arts and Crafts Show Office located at 100 East Carrillo Street, during normal business hours.

AMERICANS WITH DISABILITIES ACT: If you need auxiliary aids or services or staff assistance to attend or participate in this meeting, please contact the Arts and Crafts Show Office at 805-897-2519 or by email at JBryan@SantaBarbaraCA.gov. If possible, notification at least 48 hours prior to the meeting will usually enable the City to make reasonable arrangements. Specialized services, such as sign language interpretation or documents in Braille, may require additional lead time to arrange.

Next Regular Meeting: Tuesday, December 10, 2024