



County of Santa Cruz

PARKS, OPEN SPACE & CULTURAL SERVICES

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JOE SCHULTZ, DIRECTOR

ARTS COMMISSION MINUTES

Saturday, January 23, 2010

9:00 a.m.

Meeting/Retreat

Simpkins Family Swim Center

979 17th Avenue

Santa Cruz, CA 95062

I. CALL TO ORDER / ROLL CALL

The meeting was called to order at 9:10 a.m.

Members: Shirlee Byrd, Cynthia Kilian, James Nee, Joanna Phillips, Judy Stabile, Bobbi Todaro, Evelyn Bernstein

Present: Shirlee Byrd, Cynthia Kilian, James Nee, Joanna Phillips, Judy Stabile, Bobbi Todaro, Evelyn Bernstein

Staff: Joe Schultz, Christine Bennett, Kathy DeWild

II. AGENDA MODIFICATIONS OR APPROVAL

The agenda was accepted as written (Stabile/Phillips 7/0).

III. CONSENT AGENDA

The information and reports were accepted and filed (Stabile/Nee 7/0) and the minutes of November 2, 2009 were approved (Byrd/Stabile 7/0).

IV. ORAL COMMUNICATIONS

Commissioner Kilian took a moment to honor the passing of Commissioner Bruce Arnold on January 9th. Commissioner Todaro announced that the Gail Rich Awards will be held at the Rio Theater on January 26th, 7 :30 PM. Commissioner Byrd announced that Gary Young was selected as the Poet Laureate and he will be joining us for lunch today and will read some of his poems for the group. Kathy DeWild announced that Michelle Williams, the new Director of the Cultural Council, will also be coming for lunch today, but that the Artist of the Year was unable to attend.

V. DIRECTOR'S REPORT

Director Schultz stated that the CAO wants another 20% (approximately \$600K) cut in our budget again this fiscal year, which means we will likely have to cut more positions. He suggested to the Commission that they not select an Artist of the Year for 2011 due to the the budget cuts, and perhaps focus instead on selecting an Artist of the Year for 2012. He also said that he had met with the Director of the Redevelopment Agency (RDA) regarding the Percent for Arts Program to create a restoration and repair fund, which would come from the 2% budgeted for public art. The Director of RDA reviewed this idea with their counsel, and it was approved. Commissioner Phillips asked how soon funds might become available to

begin repair on some of the damaged public artworks; Kathy explained that there are monies from previous projects which may become available soon, but that account must be set up by fiscal staff. The repair and restoration fund would grow as more monies become available.

VI. AGENDA

A. Action Items

1. Letter Regarding Hestwood Public Art Damage

Kathy DeWild provided background information on the damage and repair of the public art animals at Hestwood Park. A report was filed with the Sheriff, and a draft letter was provided to the Commissioners for review/approval for submittal to the local print media. Commissioner Philips made a motion to submit the letter and Commissioner Byrd seconded the motion (7/0). Director Schultz stated that he will ask Dinah Phillips, the Public Information Officer, about the protocol for letters to the editor. Commissioner Stabile stated that she would like to see some of the restoration funds used to add a metal backing on the animals and try to prevent future damage. That discussion will be brought back for vote at the next meeting.

2. Commission Meeting Schedule

Director Schultz distributed the current meeting schedule for 2010. He suggested that if there is nothing on the agenda for a following month that is crucial or time-sensitive, that the meeting would be cancelled and the Commission would meet the following month instead. Commissioner Stabile made a motion to keep schedule of meetings as is, and if there are no pressing, time-sensitive issues at the end of a meeting, then the next meeting would be cancelled. Commissioner Bernstein seconded the motion (7/0).

3. Selection of Artist of the Year for 2011

Director Schultz strongly recommended that the Artist of the Year be delayed until 2012 (as stated in Director's Report), and that the discussion be focused there instead of 2011. Commissioner Kilian would like to see two or three artists selected if postponed until 2012 and Commissioner Byrd feels that it should remain one recipient to avoid it being too similar to events like the Gail Rich Awards. Commissioner Stabile suggested that if there is more than one recipient that the celebration be combined into one event. After much discussion about funding, possibility of donations, and concern about "giving up" the award, the consensus was to select one person as Artist of the Year for 2011 with "rethinking" the event to reduce the cost to the County. Kathy DeWild explained that the County could not pay the artist an honorarium unless there was work done associated with said payment (i.e. the Profile Performance, free to the public)

Director Schultz suggested that they Commission consider having an Artist of the Year 2011 without an honorarium, and with a small reception at a Parks facility, using donations from Commissioners, and a Proclamation will be presented. Commissioner Byrd made a motion to select Phil Collins as Artist of the Year 2011, with a second by Commissioner Phillips (6/0 – Bernstein abstained).

4. Annual Report

Director Schultz stated that the Commission needed to approve the Annual Report (copies distributed) so that it could be submitted to the Chair of the Board of Supervisors for presentation to the entire Board. After review, Commissioner Byrd made a motion to approve the Report, and Commissioner Nee made a second (7/0).

B. Information Items

1. Securing art donations from former Artists of the Year

Commissioner Stabile stated she is still working on this topic. She also relayed that Lynda Watson has concerns about how a piece of her jewellery will be secured when on display, and Kathy DeWild stated more than likely it would be a locked plexiglas box attached to a pedestal located on the 5th Floor of the Government Building (possibly CAO). This will be carried forward as an Action Item at the next meeting.

2. Establishing a networking meeting/mixer with other cultural organizations and local artists

Commissioner Bernstein would like to see County parks used for local artists to have open house/hands-on type of events for adults to bring the community and artists together. Kathy DeWild stated that the Director of the Cultural Council stated at a meeting just last week that many in the community do not feel they have a connection to art at all, so the Council will be exploring why their events and promotions are not getting to the public as effectively as they hoped. Commissioner Stabile expressed concerns and pairing with Open Studios if the goal is to reach a broader audience. She also stated that based on her experience coordinating this type of event takes a lot of time and money which should be considered before getting too deep into discussion/planning.

Commissioner Todaro mentioned that there are opportunities at Sierra Azul or at the River Arts Festival, etc. A sub-committee of Commissioners Bernstein and Nee will report back to the rest of the Commission at the next meeting.

3. Scheduling a visit by the Director of the Cultural Council

Kathy DeWild stated that the Director typically comes to a meeting once a year to present the Annual Report for the Cultural Council and answer any questions that the Commissioners may have. It was decided that the Director, Michelle Williams, will be asked to deliver the annual report of the Cultural Council at the May meeting.

4. Artwork on utility/power boxes

Kathy DeWild said that this project is moving forward and she will be working with RDA staff. She will report back to the Commission when the project has moved forward to a point where the panel will be formed. Commissioner Nee asked if vinyl sheets or painting each box has been determined yet. Director Schultz stated that Public Works has concerns about the safety of artists painting directly on the boxes, so at this time vinyl appears to be preferred. Kathy also stated that the City of Santa Cruz reports that the program has cut down on graffiti immensely.

5. Recognition for incorporating public art in private projects

Commissioner Bernstein shared photos of buildings that a resident of South County has painted for free, and would like to suggest some type of recognition for his efforts. The Commissioners requested that she obtain his name, address, and digital images of the art and submit them to the Parks Secretary for sharing with the Commissioners in the future. Commissioner Byrd agrees that his work deserves some type of recognition, but that the sub-committee previously formed should determine the criteria/nature for the award first, and suggested perhaps a letter from the Commission to the businesses thanking them for allowing the art to be done would be appropriate.

Commissioner Stabile suggested that a page on the Parks Department website promoting and sharing the work would be possible, and then perhaps the artist can be considered for a power/utility box in the future or that we post information on Facebook. Commissioner Kilian also brought up the mural on the side of the Shopper's Corner building as a possibility for recognition.

6. Discuss Artist of the Year selection process

Kathy DeWild distributed copies of the Cultural Council's process for selecting the Poet Laureate, which gave the artists the responsibility to submit qualifying information after they are nominated in order to be considered for selection. It makes the process much "cleaner" and is less cumbersome for staff and panel/Commission members, so it is suggested that a similar process be used for the Artist of the Year in the future and this will be discussed at the next meeting.

7. Cultural Tourism

Commissioner Byrd stated that local business should be aware of the financial resources and revenue that art events bring into our area. Commissioner Todaro mentioned several local agencies that promote the cultural tourism by advertising and hosting events which bring people to local shops, restaurants, and motels. Commissioner Stabile mentioned a county-wide brochure from Aptos History Museum which many museums advertise in – for \$200 you can get a column width of information and perhaps it is worth finding out if we qualify to participate if we can afford that. The Commissioners agreed to pitch in and cover the cost if we meet the criteria (Kathy DeWild will find out from John Hibble if we qualify).

8. Discuss how best to disseminate public art information to the community

Commission agreed that this was included in part of Item 7 regarding Cultural Tourism.

9. Select art tour dates

After discussion, the Commissioners discussed the art tour and agreed to set up dates and transportation as a group, without utilizing County funds/vehicle this year due to the financial strains of the budget.

10. Photos and biographies of Arts Commissioners for website

Kathy DeWild will take a photo of Commissioner Bernstein after the meeting today, and requested that Commissioners submit their background information to the Secretary for updating the Commission's portion of the Parks Department web page.

11. Future Goals of Arts Commission

Some suggestions made were: expand awards; orientation process of new commissioners; ways to assist County/Employees with cost-savings; and developing public art.

Kathy DeWild distributed copies of the brochures for "Call to Artists" for both Pleasure Point and Chanticleer projects. She also requested Commissioners to participate for the Twin Lakes project and Commissioners Byrd and Kilian volunteered.

VII. AGENDA FOR NEXT MEETING:

**Monday, March 1, 2010 at 4:30 p.m.
Simpkins Family Swim Center, 2nd Floor**

A. Action Items

1. Securing art donations from former Artists of the Year
2. Discuss Artist of the Year nomination and selection process

B. Information Items

1. Restoration/Repair Fund for Public Art
2. Consider A Wider Variety of Awards
3. Establishing a networking meeting/mixer with other cultural organizations and local artists
4. Recognition for incorporating public art in private projects
5. Staff report on any feedback from the public relative to the Hestwood Park letter to the editor.

VIII. ADJOURNMENT – Meeting was adjourned at 12:10 p.m. (Kilian)