



# County of Santa Cruz

## PARKS, OPEN SPACE & CULTURAL SERVICES

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JOE SCHULTZ, DIRECTOR

### ARTS COMMISSION MINUTES

Wednesday, June 2, 2010

4:30 PM

Meeting

**Simpkins Family Swim Center**

979 17<sup>th</sup> Avenue

Santa Cruz, CA 95062

#### I. CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:37 p.m.

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

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

Staff: Joe Schultz, Christine Bennett, Kathy DeWild

#### II. AGENDA MODIFICATIONS OR APPROVAL

The agenda was modified to move the Presentation by the Executive Director of the Cultural Council to the beginning of the meeting. The agenda was accepted as modified (Phillips/Stabile 6/0).

#### III. CONSENT AGENDA

The information and reports were accepted and filed and the minutes of April 5, 2010 were approved (Stabile/Todaro 6/0).

#### IV. ORAL COMMUNICATIONS

Commissioner Stabile announced the opening of the new session for the sculpture garden at Sierra Azul and reception on June 5th. Commissioner Kilian announced that the Santa Cruz Symphony will be performing with the White Album Ensemble at the Santa Cruz Civic on June 5th.

#### V. DIRECTOR'S REPORT

Director Schultz explained in more detail questions that Commissioners had about the status reports and revenue reports supplied to them this month.

#### VI. AGENDA

##### A. Action Items

##### 1. Recognition for incorporating public art in private projects

Commissioner Kilian distributed a draft created by the sub-committee for all commissioners to review. Commissioner Stabile will reword some of the wording and the item will be brought back at the August meeting.

## **2. Public Art for Chanticleer Park project**

Kathy DeWild stated that the Public Art Panel selected Madeline Wiener as their recommendation to the Commission. Commissioner Phillips made a motion to accept that recommendation and Commissioner Stabile seconded the motion (6/0).

## **3. Public Art for Pleasure Point Park project**

Kathy DeWild stated that the Public Art Panel selected Confluence Design as their recommendation to the Commission. Commissioner Todaro made a motion to accept that recommendation and Commissioner Stabile seconded the motion (6/0).

## **4. Traffic Box Art Program**

Commissioner Bernstein distributed a document/proposal supplied by Steve Kennedy in Supervisor Leopold's office of how the City of Capitola handled the traffic box project. Kathy DeWild discussed a summary of that document, as well as a plan based on the City of Santa Cruz program. The commissioners discussed having a Call to Artists and that the Public Art Panel would select the very best and multiple pieces by up to nine artists. The notice would go out in August and hopefully artists would begin in early October. The budget for the project is \$25K. "Yield For Art" was the suggested name for the project. It was agreed that the Public Art Panel will make a recommendation to the commission before final artists are selected. Commissioner Nee will be on the Panel with Commissioner Bernstein as alternate. Commissioners discussed the plans and decided that the County's program should mimic the City of Santa Cruz program, which is an open "call to artists" to all artists living in Santa Cruz County. A motion was made by Commissioner Byrd and Commissioner Phillips seconded the motion (6/0).

## **B. Information Items**

### **1. Presentation by Executive Director of Cultural Council**

Executive Director of the Cultural Council, Michelle Williams, provided a summary of their Annual Report as well as general information about the Council's accomplishments and goals for next year. This was the 24<sup>th</sup> year for Open Studios and they had a great response. They awarded approximately \$162K in grants and 80% of those are the sole-source of funding. The Council is responsible for funding 50% of all arts in the county. Michelle will attend the budget hearing on June 17<sup>th</sup> and speak about the benefits of the financial assistance they receive as well as the impacts the 20% reduction will have.

### **2. Review Emerging Artist Award Criteria**

A draft created by the committee of commissioners Stabile, Todaro and Byrd was distributed so that all commissioners could review and discuss. Commissioner Todaro also provided the nomination form used by the National Endowment of the Arts to use as a possible template. Kathy DeWild will revise as best as possible and present to at the August meeting.

### **3. Review Artist of the Year Award selection process revamp**

A draft created by the committee of commissioners Stabile, Todaro and Byrd was distributed so that all commissioners could review and discuss. It was suggested that documentation is kept for three years and the commissioners agreed. Commissioner Stabile will develop a final document for the August meeting.

#### **4. Training for local artists on the public art process**

Kathy DeWild mentioned a possible partnership to help local artists get involved to the Cultural Council, but it requires a lot of staff time and they are already utilizing furlough days. Suggestions from commissioners were to contact the Cultural Council Associates and the Art League. Commissioner Byrd will see about obtaining a film created by Jerry Allen so that we can use the video on our web page or in community "Q&A" events, etc. Information, FAQ's, and the video will all be posted with other information as soon as available.

#### **VII. AGENDA FOR NEXT MEETING:**

**Monday, August 2, 2010 at 4:30 p.m.  
Simpkins Family Swim Center, 2<sup>nd</sup> Floor**

##### **A. Action Items**

1. Recognition for incorporating public art in private projects
2. Emerging Artist Award Criteria
3. Artist of the Year Award selection process revamp

##### **B. Information Items**

1. Commission Meeting Quarterly

#### **VIII. ADJOURNMENT – Meeting was adjourned at 7:19 p.m.**