



# County of Santa Cruz

## PARKS, OPEN SPACE & CULTURAL SERVICES

979 17<sup>TH</sup> AVENUE, SANTA CRUZ, CA 95062

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JOE SCHULTZ, DIRECTOR

### ARTS COMMISSION MINUTES

Monday, June 2, 2008

4:30 p.m.

Regular Meeting

Simpkins Family Swim Center

979 17<sup>TH</sup> AVENUE, Live Oak Community Room

Santa Cruz, CA 95062

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

The meeting was called to order at 4:40 p.m.

Members: Jerry Allen, Bruce Arnold, Shirlee Byrd, Cynthia Kilian, James Nee, Joanna Phillips, Melinda Rambo, Judy Stabile, Bobbi Todaro, Dana Werdmuller

Present: Jerry Allen, Bruce Arnold, Shirlee Byrd, Cynthia Kilian, James Nee, Joanna Phillips, Judy Stabile, Bobbi Todaro, Dana Werdmuller

Staff: Joe Schultz, Kathy DeWild, Beth Porter

#### II. AGENDA MODIFICATIONS OR APPROVAL

The agenda was accepted as written (Kilian/Stabile 9/0).

#### III. CONSENT AGENDA

The information and reports were accepted and filed (Allen/Phillips 9/0) and the minutes of May 5, 2008 were approved as written (Allen/Werdmuller 9/0).

#### IV. ORAL COMMUNICATIONS - None

#### V. DIRECTOR'S REPORT

Commissioner Todaro extended an invitation to the Arts Commissioners to attend a concert as a group at Kumba Jazz Center. Commissioner Werdmuller invited Commissioners to attend, as a group, a Shakespeare performance. Director Schultz offered to coordinate through email to the Commissioners, dates that are available for group attendance at these performances. Commissioner Kilian made an offer to the Commissioners to attend a symphony at the Mello Center in Watsonville on a Sunday afternoon, season opening in September. A reception will follow with an invitation extended to attend that event also. The exact date will be given to Director Schultz who will pass it along to the Commissioners.

Director Schultz displayed the County 2008/2009 Fiscal Year Proposed Budget Book which shows on the front cover, the public art at the Watsonville Courthouse. The piece is "Untitled Bronze" a bronze medallion sculpture created by Paul Cheney.

A date will be set with Commissioners for a South County art tour to take place in September. The dates in September will be emailed by Kathy De Wild and will most likely take place on a day other than a meeting day.

Staff support Beth Porter announced her retirement from the Parks Department effective July 1, 2008.

Kathy De Wild gave an update on the public art proposed for the Farm Park and the Animal Services Authority. Commissioners Rambo and Byrd spoke to the Board of Supervisors about the proposed art with samples of the artists' work distributed to the Board. The artists gave short presentations of their work; the Supervisors asked several questions and then voted unanimously to accept the public art. Two of the artists are first time "Public Artists" and are very excited to be chosen for the project.

The Floral Park public art panel is almost complete. The panel consists of Melissa Allen from RDA, Jerry Allen, Rachel Huff (Community member), artist Theresa Mallen with another artist needed to complete the panel.

## **VI. REGULAR AGENDA**

### **A. Information Items**

#### **1. Art Attack Award**

Chair Bruce Arnold questioned the necessity of having this item on the agenda every month. When the award was initiated, the Commission decided that this would be the first item on the agenda each month. It is a standard agenda item that only calls for discussion when a nomination is received for spontaneous art discovered in the Santa Cruz community.

#### **2) Report on Cultural Arts Plan**

Commissioner Jerry Allen discussed the possibility of moving forward with the cultural planning process. The County's previous cultural plan was completed in 1979. The commission should be realistic about what can be accomplished as a group. An outline of the cultural planning process was distributed along with some discussion points if the decision is made to move forward with the project. The Board of Supervisors will need to be alerted if this project is planned. Jerry Allen announced that there is a possibility that he may move to the east coast in the next three to six months. He is committed to the idea of the cultural plan but a move may influence the decision of the Commission. The plan would build consensus in the community about moving forward and develop advocacy toward art that leads to political will. Funding for the arts in this community has been static for a long period of time. The plan could create the expectation in the community that would lead the Board of Supervisors to provide additional resources to support the arts. The Commissioners would need to commit to completing the community research. A community meeting/town hall would give people the opportunity to give input and provide identification of critical issues. The assessment phase would be at least a six month process. It is a lot of work and calls for support from staff and Commissioners. County Counsel would provide the final approval when the plan is complete. Commissioner Stabile asked if a grant could be applied for to hire a consultant to complete this plan. The Community Foundation is a possibility to approach for funding. Matching funds from the county could be required. Director Schultz discussed the

Cultural Council focus group who has hired a consultant to develop a strategic plan. The City of Santa Cruz is nearly complete with their cultural plan. If these plans can be assessed, it could eliminate a lot of research on the part of the commission. Commissioners expressed concern, given their busy schedules, with the amount of work and time involved in the process of developing a cultural plan.

After discussion, it was decided that the first step would be for Chair Arnold, Director Schultz and Alberto Rafols, Executive Director of the Cultural Council to meet and discuss the support of the Cultural Council in promoting the arts, art in public places, art in private development, etc. Discussion will involve possible funding for the cultural plan process and the approach of possible collaboration with the Commission and the Cultural Council. Alberto will be invited to attend the August Art Commission meeting to give the annual report of the Cultural Council. Bruce Arnold suggested that the Commission involve George Newell in some way as he is well versed in the arts and is the former County Administrative Officer.

### **3) Artist of the Year 2010**

Commissioner Kilian had several suggestions to add to the nomination list for Artist of the Year. New artist of the year binders will be prepared to update and bring the information current. Each Commissioner who nominates an artist for this award is responsible for providing information about the artist that justifies their nomination. One important criteria for this award is contributing to the cultural enrichment of the community. Nominations are received from Commissioners and members of the community. Various opinions were expressed about the process of choosing an artist of the year. Consistent and equal information should be provided for each of the nominees. A suggestion was made that Commissioners do research on artists in order to complete the binders. The artists were divided up among Commissioners to obtain complete information. If an artist does not meet all the criteria, they should be taken off the AOY nomination list. A motion was made to form a subcommittee to evaluate the rules for AOY for the selection for 2011 (Nee/Kilian 3/4 did not pass).

### **4) Update Information on Budget Hearings**

Director Schultz announced that Parks budget hearings will take place on Thursday, June 19<sup>th</sup>. It is not a good budget year, with four positions at the parks department unfunded for 2008/2009. There is a county reduction of \$18,671,600 and a decrease of 274 positions. Hopefully, many reductions will come from retirements and attrition. Park projects will be reduced, graffiti abatement work will be delayed and the general condition of parks will be impacted. The Department will continue to plan for parks such as McGregor, Felt Street and the Farm with the assistance of Redevelopment Agency funding.

**VI. AGENDA FOR NEXT MEETING: Monday, August 4, 2008**  
12:45 p.m.  
Simpkins Family Swim Center  
979 17<sup>th</sup> Avenue, Santa Cruz

**A. Informational Items**

1. Alberto Rafols, Cultural Council Executive Director
2. Art Attack Award
3. Public Art Projects (Kathy De Wild)
4. Artist of the year 2010
5. Maintenance of Public Art In County Parks
6. Choose Date for Public Art Tour for September/South County

**VIII. ADJOURNMENT** – Meeting was adjourned at 6:40 p.m. (8/0)