



# 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, August 4, 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: Bruce Arnold, Shirlee Byrd, Cynthia Kilian, James Nee, Joanna Phillips, Melinda Rambo, Judy Stabile, Bobbi Todaro, Dana Werdmuller

Present: Bruce Arnold, Shirlee Byrd, Cynthia Kilian, Joanna Phillips, Judy Stabile, Bobbi Todaro

Staff: Joe Schultz, Christine Bennett

#### II. AGENDA MODIFICATIONS OR APPROVAL

The agenda was accepted as written (Kilian/Byrd 6/0).

#### III. CONSENT AGENDA

The information and reports were accepted and filed (Phillips/Stabile 6/0) and the minutes of June 2, 2008 were approved as written (Phillips/Stabile 6/0).

#### IV. ORAL COMMUNICATIONS - None

#### V. DIRECTOR'S REPORT

Director Schultz informed the commission that he will be proposing changing the meeting of the Parks & Recreation Commission to be the first Monday of each month, following the Arts Commission. Introduction of new Parks Department Secretary, Christine Bennett, who joined the department on June 30, 2008. Announcement of donation by Commissioner Arnold of painting by Manuel Santana (#8/12), to be added to the County's permanent art collection.

#### VI. REGULAR AGENDA

##### A. Information Items

##### 1. Alberto Rafols, Cultural Council presentation

Alberto provided a summary report of the Cultural Council's accomplishments for the past year, full report available on their web page ([www.ccsc.org](http://www.ccsc.org)). Nabile Ghachem, Grants Program Coordinator, extended offer to Commissioners to work with the Council. Arts Commission interested in working more in a partnership with the Council and community to establish

better networking with agencies, community, and government. Alberto suggested a series of formal meetings to determine who should be at the center for coordinating efforts. Funding and advocacy are the biggest needs to move forward. Council received a three year grant from UC Irvine, for \$50,000 per year. The Bay Area is showing new interest to include Santa Cruz County in their art community. Had fundraising event at Chaminade, and the ratio for donations was very good. Despite contract values being reduced, Council is still providing art education, especially in the South County area. Consideration to a poet lariat for Santa Cruz County was proposed as the Cultural Council has given grants in the past. There is now staff at state level that can help get that organized.

## **2. Maggie Ivy, Visitor's Council presentation**

Maggie gave general overview on what the Santa Cruz County Conference & Visitors Council's efforts to bring tourist dollars to the area, especially for art and cultural events. Council functions as a marketing agency for the county, trying to get "high yield," over-night visitors. The 10% Transient Occupancy Tax (TOT) was approximately \$10 million dollars county-wide. Hotel tax is 100% discretionary, and stays locally. Council came to Arts Commission last year, asking for support and partnership to promote events. Reservation function is done through A-RES booking agent and has been running on their web site since April of this year with approximately 30,000 visitors each week. Events are promoted on radio stations in the Bay Area and the web page has links for lists of events, museums, and galleries in the area.

## **3. Art Attack Award**

Carried forward to September agenda as quorum was lost when Commissioner Todaro left after Visitor's Council presentation.

## **4. Public Art Projects**

Carried forward to September agenda as quorum was lost when Commissioner Todaro left after Visitor's Council presentation.

## **5. Artist of the Year 2010**

Commissioner Stabile submitted information on Susana Arias. Commissioner Killian offered to create a book of information on five nominees, and continue until all 25 artists are included if the Commission will have the event in 2009. Commissioners Killian and Phillips would secure venue, financial donations and food donations if the event does not skip a year. There is no funding in the Parks' budget for 2009, and Director Schultz will review costs associated with AOY 2008. The idea of sub-committees was discussed and Director Schultz will send the Commission By-Laws to all members for review. Carried forward to September agenda as quorum was lost when Commissioner Todaro left after Visitor's Council presentation.

## **6. Maintenance of Public Art in County Parks**

Carried forward to September agenda as quorum was lost when Commissioner Todaro left after Visitor's Council presentation.

**7. Public Art Tour for Commissioners in September (South County)**

Carried forward to September agenda as quorum was lost when Commissioner Todaro left after Visitor's Council presentation.

**VI. AGENDA FOR NEXT MEETING: Monday, September 8, 2008 4:30 p.m.  
Simpkins Family Swim Center, 2<sup>nd</sup> Floor**

**A. Informational Items**

1. Art Attack Award
2. Public Art Projects (Kathy De Wild)
3. Artist of the year 2009 vs. 2010
4. Maintenance of Public Art In County Parks
6. Choose Date for Public Art Tour for September/South County

**VIII. ADJOURNMENT** – Meeting was adjourned at 6:25 p.m. (5/0)