



County of Santa Cruz

DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES

979 17TH AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TDD: (831) 454-7978

JEFF GAFFNEY
DIRECTOR

ARTS COMMISSION – AGENDA

Monday, December 4, 2023
3:00 p.m.

Regular Meeting – Annual Planning Meeting

Simpkins Family Swim Center
979 17TH Avenue
Santa Cruz, CA 95062

I. CALL TO ORDER / ROLL CALL

II. AGENDA MODIFICATIONS OR APPROVAL

III. ORAL COMMUNICATIONS: Any person may address the Commission during its Oral Communication period. Speakers must not exceed two (2) minutes in length, or the time limit established by the Chair, and individuals may speak only once during Oral Communications. All Oral Communication must be directed to an item listed on today's Consent Agenda, yet to be heard on Regular Agenda, or a topic not on the agenda that is within the jurisdiction of the Commission. Commission members will not take actions or respond immediately to any Oral communication presented regarding topics not on the agenda but may choose to follow up later, either individually or on a subsequent Commission Agenda. Oral communications will normally be received by the Commission for a period not to exceed thirty (30) minutes. If, at the end of this period, additional persons wish to address the Commission, the Oral Communication period may be continued to the last item on the agenda.

IV. CONSENT AGENDA

a. Approve meeting minutes from September 25, 2023..... Pages 2-3

V. DIRECTOR'S REPORT

VI. STAFF REPORT

VII. REGULAR AGENDA

A. Information/Discussion Items

1. Arts & Economic Prosperity Report – Presentation from Jim Brown, Arts Council
2. Arts Commission Attendance – 2022 and 2023..... Pages 4-5
3. Artist of the Year 2024 – format and timing of Profile Performance
4. Youth into the Arts – Commissioner Singer's presentation

B. Action Items

1. Consider Selection Panel's Recommendation of Public Artist for the Ben Lomond Transfer Station public art project..... Pages 6-14
2. Consider 2024/25 Public Art Plan Pages 15-16
3. Consider 2024 Arts Commission meeting schedule Page 17
4. Review & Consider updated Spotlight Award selection criteria Pages 18-19
5. Appoint commissioner to serve on the Gov. Ctr. exhibits panel
6. Appoint commissioners (2) to serve on the Floral Park public art panel
7. Appoint commissioners (2) to serve on the Hidden Beach public art panel
8. Percent for Arts Program – review public art policy and procedures, form subcommittee to report back on recommendations..... Pages 20-27

VIII. AGENDA / MEETING FOR: January 22, 2024 – 4:30 PM

IX. ADJOURNMENT

The Mission of the Santa Cruz County Department of Parks, Open Space and Cultural Services is to provide safe, well designed and maintained parks and a wide variety of recreational and cultural opportunities for our diverse community



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JEFF GAFFNEY
DIRECTOR OF PARKS

ARTS COMMISSION MINUTES September 25, 2023, 4:45 p.m. – 979 17th Ave., Santa Cruz

DRAFT

- I. Called to order at 4:35 p.m. Present: Leahy, Niven, Phillips, Stabile, Kroslowitz, Singer
Absent/Excused: Gardner Absent/Unexcused: Borges Vacant seats - 2
Staff: Kathy DeWild

- II. Approved Agenda - Motion/Second: Stabile/Phillips
AYES: 6
NOES: 0
ABSTAIN: 0
ABSENT: 2

- III. Oral Communications – None

- VI. Approved Consent Agenda - Motion/Second: Stabile/ Kroslowitz
AYES: 6
NOES: 0
ABSTAIN: 0
ABSENT: 2

- V. & VI. Director & Staff reports

- VII. **Regular Agenda**
 - A. **Informational Items** – none

 - B. **Action Items**
 1. Approved selection panel's recommendation of Joey Rose as public artist for the Children's Crisis Center, and will recommend the Board of Supervisors approve Rose's proposal and agreement with the County
Motion/Second: Phillips/Leahy
AYES: 6
NOES: 0
ABSTAIN: 0
ABSENT: 2

 2. Appointed Commissioner Kroslowitz to serve on the Willowbrook public art panel
Motion/Second: Stabile/Leahy
AYES: 6
NOES: 0
ABSTAIN: 1
ABSENT: 2

 3. Tabled discussion and action on updating Spotlight Award nomination and criteria information
Motion/Second: Kroslowitz/Leahy
AYES: 6
NOES: 0
ABSTAIN: 0
ABSENT: 2

- VIII.** Next meeting date: November 6, 2023 – 3:00-6:00 PM. Agenda items include:
- Refine Spotlight Award nomination information and criteria
 - Arts & Economic Prosperity Report
 - AC 2024 meeting schedule
 - AC 2022 and 2023 attendance report
 - Consider selection panel’s recommendation of public artist for the Ben Lomond Transfer Station public art project
 - Approve 2024-25 public art plan

- IX.** Adjournment – 6:35 PM
- Motion/Second: Phillips/Leahy
- AYES: 6
- NOES: 0
- ABSTAIN: 0
- ABSENT: 2

ARTS COMMISSION - Attendance 2022

P = Present **E** = Excused Absence **U** = Un-excused Absence **V** = Vacant **R** = Resigned **C**=Canceled Meeting **P***=Late Arrival to Meeting

	Jan.	Feb.	Mar. 7	Mar. 23	May 2 <small>No quorum</small>	June 13 <small>No quorum</small>	July 5 <small>No quorum</small>	Aug. 8	Sept. 19	Oct.	Nov. 7	Dec.
DISTRICT 1												
Amy Miyakusu			P	P		R						
Paula Woods								P	P		P	
Arthur Solway											P	
Micha Scott			U	E			R					
DISTRICT 2												
Cynthia Kilian			P	P				P	P		P	
Adele Gardner			P	P				P	P		P	
DISTRICT 3												
Joanna Phillips			P	U				E	U		P*	
Aura Oslapas			E	P				P	P		E	
DISTRICT 4												
Paul De Worken			P	U				P*	U		P	
Judy Stabile			P	P				P	P		E	
DISTRICT 5												
Lynda Phillips			P	U				P	P		E	
Margaret Niven			P	P				P	P		P	

ARTS COMMISSION - Attendance 2023

P = Present E = Excused Absence U = Unexcused Absence V = Vacant R = Resigned C=Canceled/No Quorum P*=Late Arrival to Meeting T= Term ended

Meets selected Mondays at 4:30PM, 979 17 th Ave.	Jan. 23	Feb.	Mar. 6	Apr.	May 1	June	July 10	July 17	July 21	Aug.	Sept. 11	Sept. 25	Oct.	Nov. 6	Dec. 4
DISTRICT 1 – SUPERVISOR KOENIG															
Karen Kroslowitz							C	C	P		C	P		C	
Paula Woods	P		P		P		C	C	R						
Arthur Solway	P		P		R										
DISTRICT 2 – SUPERVISOR FRIEND															
Cynthia Kilian	P		P		P		R								
Charlie Singer												P		C	
Adele Gardner	U		P		E		C	C	E		C	E		R	
DISTRICT 3 – SUPERVISOR CUMMINGS															
Taj Leahy					P		C	P	P		C	P		C	
Valeria Miranda														C	
Joanna Phillips	P*		P		T										
Aura Oslapas	P		E		T										
DISTRICT 4 – SUPERVISOR HERNANDEZ															
Paul De Worken	U		P		T										
Herminia Borges							C	C	P		C	U		C	
Judy Stabile	P		P		P		C	C	P		C	P		C	
DISTRICT 5 – SUPERVISOR McPHERSON															
Lynda Phillips	P		P		P		C	C	P		C	P		C	
Margaret Niven	P		E		P		C	C	P		C	P		C	

Mary Tartaro Updated Proposal

The Idea: Ben Lomond Transfer station visitors and staff will find themselves magically surrounded by clusters of large-scale mushrooms constructed of reclaimed materials diverted from the landfill and used to create a structure and surface that engages the imagination and stimulates the mind to envision new possibilities for interacting with nature and tackling the environmental crisis. Mushrooms are nature's decomposers, unsung heroes in the web of life. They perform a purpose without which we could not exist. Mycelium (a network of underground threads) breaks down organic matter into usable nutrients that get cycled back into the soil. We are now learning that fungi can even biodegrade harmful materials (ex. polycarbonates and polymers) providing solutions to the problems of fossil fuel and plastic waste. Mushrooms form an unseen network (beneath the ground) transforming waste into usable material. Fungi are the most fitting of mascots for waste management as they perform an almost identical function in nature to that which the facility performs in our community. The transfer station is part of a parallel network, working behind the scenes to keep the community safe and healthy. We see the dump as a place where our waste magically gets gone.. out of sight out of mind. Just as everything that lives dies and has to be transformed by fungi through decomposition, human-generated waste has to be transformed so that it doesn't build up and overtake us. Educating the public as to the magic behind these fabulous fungi raises awareness of their purpose in nature while fostering an appreciation for the network of waste management that mirrors its function in supporting daily existence in our community.

Educational Component: Metal signs and QR codes linking to a website specific to the project will provide visitors and tour groups with fun facts about this awe-inspiring organism that reflects the intelligence of nature while linking its purpose to that of the facility. Information about the facility will be provided alongside the concept behind the art forms and bring the two together as partners in purpose. The art and information engage the public to feel this interconnection and take on an active role in healing our planet. In this way, the proposed project serves to amuse and lighten the mood while educating and inspiring action.

Structure and Installation: The following pages contain samples of the forms to be created, their fabrication process, the kinds of surfaces they will have, and the materials they will be constructed from. This will be conveyed through:

1. **Maquettes:** (smaller scale versions of the end product) showing not only the appearance of the surface but the kind of materials used to create them.
2. **Drawings:** line drawings of the 9 types which will be created in metal with mixed media surfaces.
3. **Process Photos:** showing, chronologically, the steps used in fabricating these pieces: welded metal armatures covered with steel mesh, fiberglass cloth, and resin then overlaid with reclaimed materials which are screwed, riveted, and woven into the surface, metal finishes applied, painting and patinas.
4. **Specific location:** sites are proposed through a combination of Google map aerial views and photos from the ground with the maquettes (showing surface not form-see drawings) placed into proposed locations in clusters of 3. The last shot is of the exact forms and surfaces in one of the proposed sites.

1. **Maquettes** - These range in size from 2 to 4 feet and were created in the same manner and materials as the finished product will be. They do not represent the exact form as those to be created which will vary. The final mushrooms will range from the small ones being 4 to 5 feet, the medium ones being 5 to 7 feet, and the large ones being 9 to 12 feet in height. The materials shown are all suitable for outside use.

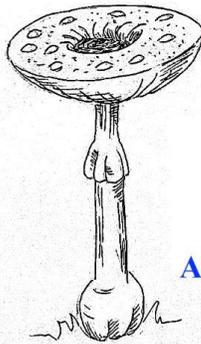


The figure is shown for scale. (Avg. male 5'9")

2. **Drawings:** These show the unique forms that each of the 9 individual mushrooms will take. These are real mushrooms that exist in nature. These forms will dictate the shape and structure of each sculpture.

Shape, Size, and Location

One small, one medium, one large per cluster of three in each location.



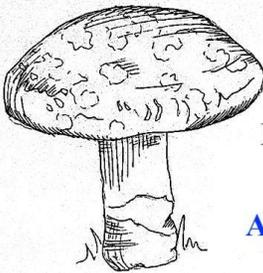
**Amanita
Mucaria
Large**
Alt Location
AorB



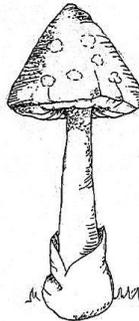
**Cogonello
Large**
Scale House



**Destroying
Angel
Large**
Recycling
Area



**Portobello
Medium**
Alt Location
AorB



**Volvaria
viscosa
Medium**
Scale House



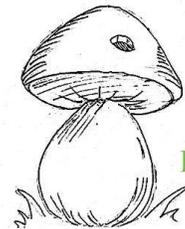
**Fly Algara
Medium**
Recycling
Area



**Mousseron
Small**
Alt Location
AorB



**Pixie Cup
Small**
Scale House



**Button
Small**
Recycling
Area

Small = 4-5ft high

Medium = 5-7ft high

Large = 9-12ft high

3. Process Photos: showing the chronology of construction to take place in the making of all 9 pieces.



1. Welded steel frame, brackets bolted to concrete



2. Steel mesh wired to frame in preparation for fiberglass cloth to be coated with resin as seen in next photo



3. Fiberglass and resin hardened over the form



4. Materials screwed, riveted, and woven onto the surface. Paint and metal finishes will also be used

The beginnings of a medium-scale mushroom. The cap frame is complete. The stem needs to have a fluted bottom and more structural pieces added. I will be hiring Daren Forbes/Arctec Welding based out of Boulder Creek to weld the 9 mushroom frames. The second shot shows the mesh that will be used.



This one is approximately 6 feet in diameter and 8 feet high

Secure installation and setting of the pieces: Represented in the first of the process shots, the armatures (steel frames) of mushrooms will have welded on 4 sides of their bases, steel L brackets through which anchor bolts will pass. These bolts will be placed (with the use of a pattern) into the poured concrete pad existing below each sculpture. The bolts will come up through holes in the brackets and be anchored down with nuts. I used a similar method in the installation of my Tannery piece though pads were pre-existing and I welded my base to accommodate. Holes will be dug down 18 inches deep to accommodate the concrete pads to be poured into the ground. These pads will span out 2 feet on every side of each sculpture. My research recommends these specifications for sites with harsh weather (wind). The whole bottom few inches of the base structure will be mulched over as the pieces are integrated into the landscape in the final step. I have a design plan for landscaping using what's there.

Reclaimed materials: Where will the surfaces come from?

I have a long history of working in found media as evidenced by my portfolio (last application) and in the public art piece I completed at the Tannery Art Center last spring. Many of those materials were gleaned from the city landfill through the SCRAP program. This project might not provide that option. I do have a message in to Grey Bears as a possible source of gleaning action. What I have resorted to since the SCRAP program's hiatus is collecting materials from the community through social media pages such as Buy Nothing Ben Lomond, Free Stuff Bonny Doon, etc. Most everyone in the valley is on such pages for weather and road alerts and passing materials around. If awarded I would form a specific community page on social media for this project. I would link it through invites to existing pages in the SLV. I have gotten to know many community members through these pages. Posting and picking up free materials is a great way to keep things out of the landfill and the community is already using these pages and many more in the SLV, Santa Cruz and beyond for this purpose. This plan as a source for gleaning materials also gives a unique opportunity for the community to learn about the project and buy into it emotionally. They will feel directly connected as the materials they have donated will be seen on the surface of the public art which they as users of the facility will visit and recognize as being their items used in a creative way. Their own creativity is activated in imagining how their offerings of broken parts, construction

leftovers etc. might be creatively reclaimed in a public artwork. They will later see this manifest in a work that they as a community will own and personally identify with. Feeling connected is the first step in inspiring action. This will no doubt go on to catalyze further possibilities in creative reuse. Flea markets/thrift stores will be last resort sources for materials as will creative reuse centers throughout the Bay Area. (ex Scrap SF, The Depot Center in Oakland and Reuse Arts and Crafts in Berkeley)

List of possible materials:

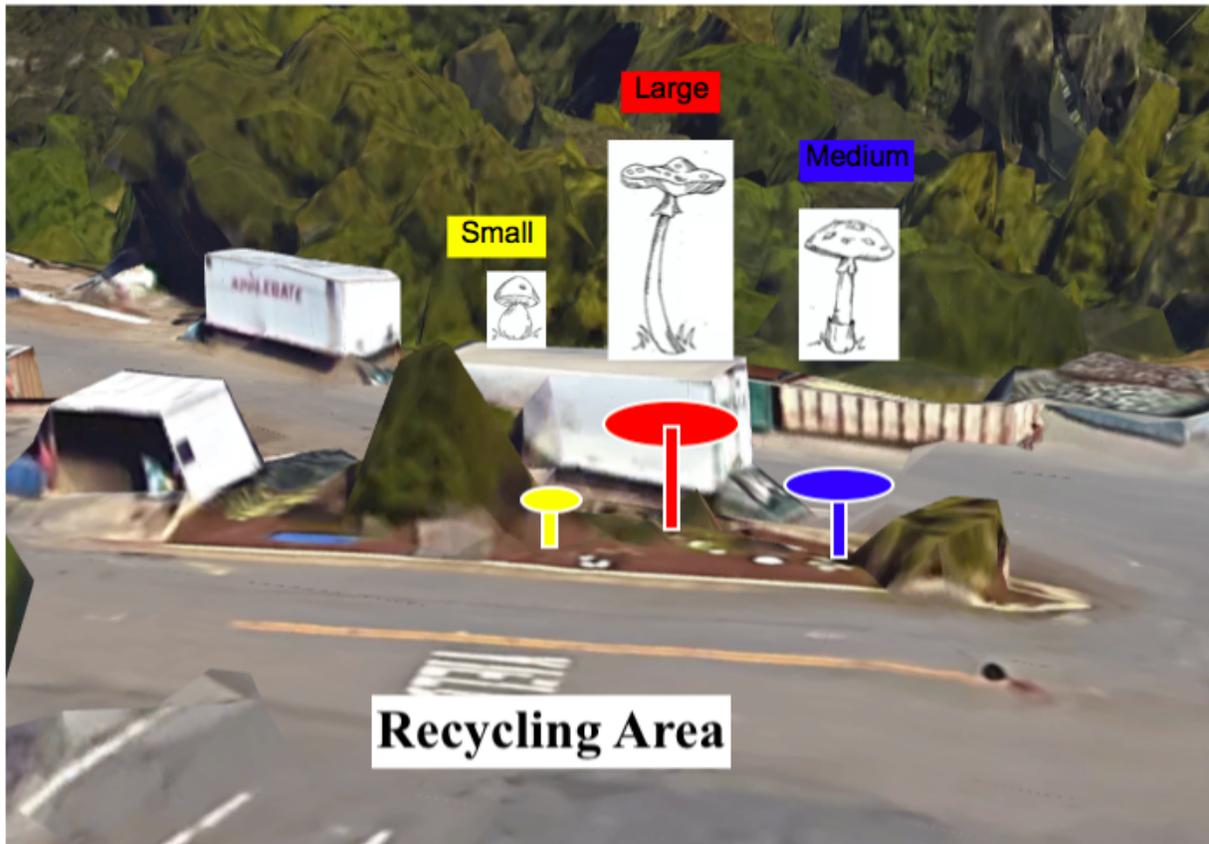
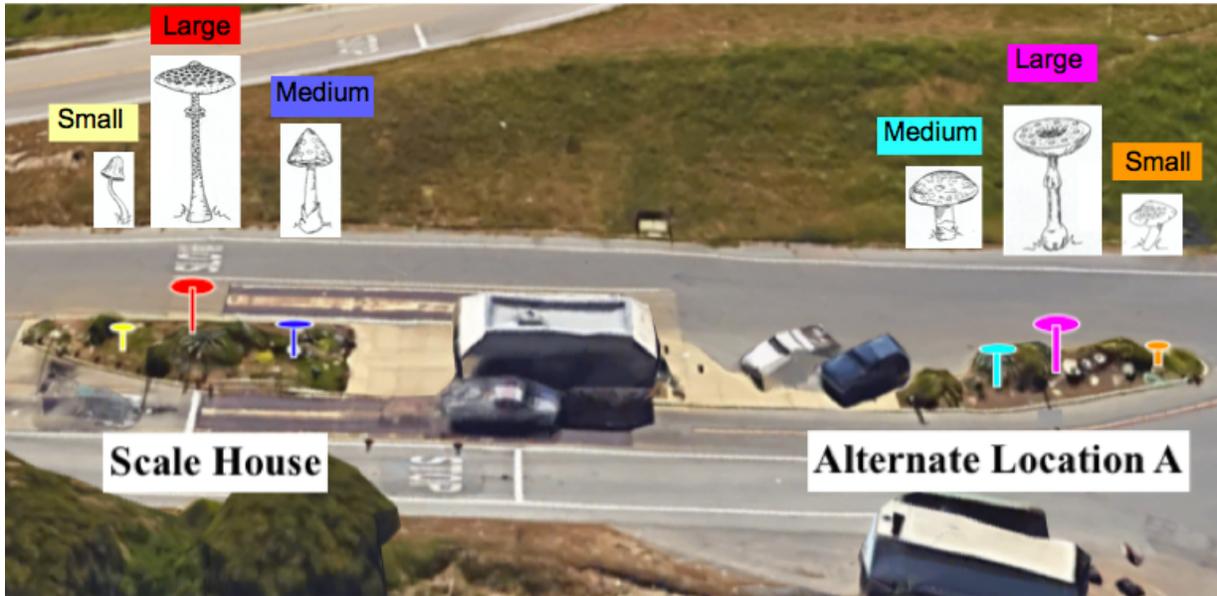
- decorative tins/trays
- metal containers(olive oil etc)
- any printed, punched, or textured metal
- plastic grates
- vinyl materials
- outdoor rope
- decorative screens
- architectural elements
- fabric with bold patterns(will be coated in resin)
- Colored/textured metal
- Metal lattice
- bike tires (rubber)
- Plastic

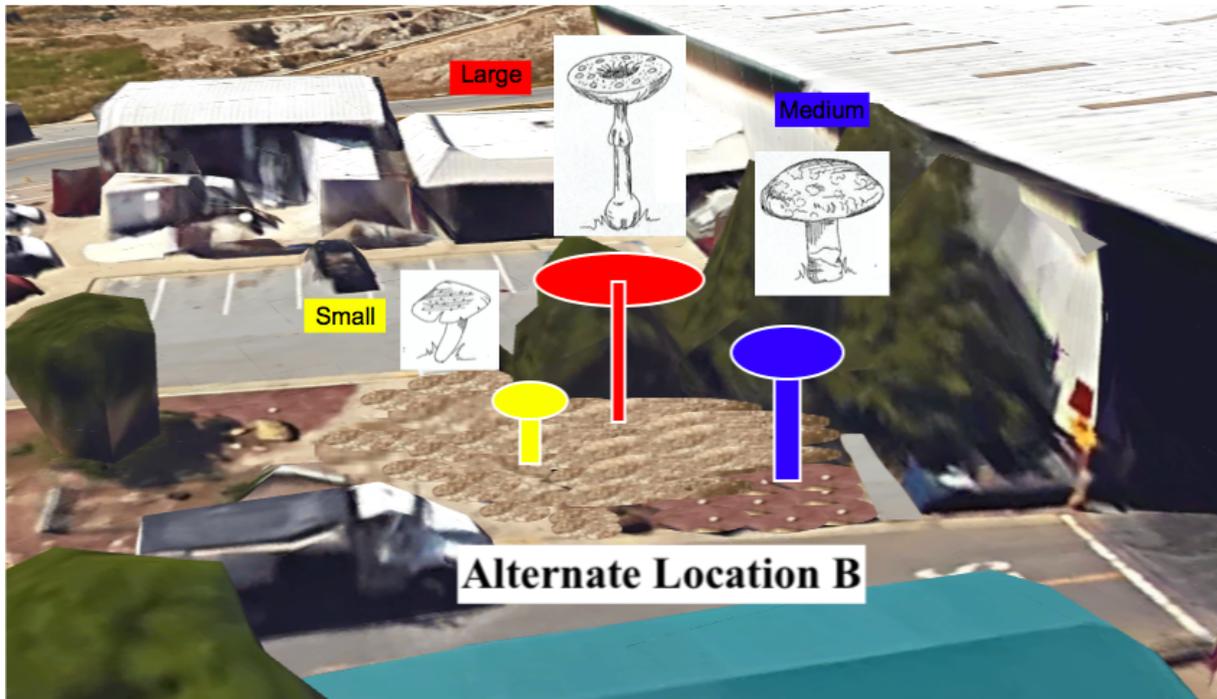
This is only a brief list, the possibilities are endless. Collaboration with the community as described above, will lead to an ever-expanding list of possible materials.



Safety: If you look closely you can see that every joint where edges of metal and other potentially sharp materials meet has been carefully caulked to smoothen the surface and make it safe for touching and handling. This addition of paintable outdoor-rated caulk also helps to seamlessly integrate the diverse mediums from a visual perspective.

4. **Aerial Views:** showing proposed sites for each of the three clusters of 3 mushrooms (small, medium, large) Note: The drawings above each icon show the form that the sculpture in that site will take.





Here is a view of the same location as above but with a couple of the maquette mushrooms and a slightly different configuration to exemplify the sculptural surfaces to be used.



This image also uses maquettes but placed in another alternative location. (the median beyond the scale house)

Needs from the facility: One of the main proposed locations seems to be the scale house lawn. For the mushrooms to be placed there the entire fence and all of the yard art would have to be removed to create a clean slate for the art to be seen. Many of the plants there would be an asset and certainly could be incorporated to frame the public art. I would greatly appreciate the aid of the construction crew to identify underground lines, dig holes, and pour concrete.

The following image is perhaps the most realistic representation of the final product. It combines the actual forms that the mushrooms will take with the surfaces that the mushrooms will have and places them in one of the proposed locations at the facility.



I have a great degree of flexibility around the final placement decision as well as the timeline. I am aware that the selection of sites for sculpture may be an evolving process. I am willing to work with the facility to accommodate the best options for placement. I look forward to working collaboratively toward the best possible result.

Santa Cruz County Arts Commission Public Art Plan – 2024/25

Project	Original Budget	Estimated \$ Available for Public Art	Original Source of Funding	Public Art Process Start Date	Construction Start Date	Public Art Completion Date	Selection Process
% Aptos Public Library Renovation	\$10,000,000	\$120,000	Measure S-Santa Cruz Libraries Facilities Financing Authority	Started	In progress	Winter 2023/Spring 2024	Open Competition
% The Farm Park	\$6,000,000 (1)	\$120,000	RDA	Started	TBD	TBD	Open Competition
% Heart of Soquel Ph. 2 & 3	\$1,487,000	\$30,000	CA River Parkways Grant, Soquel Park Dedication Funds, Measure G	Started	completed	Spring 2024	Open Competition
% Live Oak Library Annex	\$4,600,000	\$92,000	Measure S-Santa Cruz Libraries Facilities Financing Authority	Started	Summer 2022	Fall/Winter 2023	Open Competition
Outside the Box	--	\$10,000	DPW-trans	Started	ongoing	ongoing	Open Competition
% Green Valley Pathway	\$5,000,000	\$80,000	Clean California Grant	Started	Spring 2024	Fall/Winter 2024	Open Competition
County Permanent Art Collection	--	--	Parks Budget and Donations	Started	Installation is ongoing	ongoing	Purchase and Donations
% Westridge	\$2,310,800	\$46,000	County Capital Funds	Winter 2022/Early 2023	Spring 2023	Spring 2024	Open Competition
% Juvenile Hall	\$15,000,000	\$150,000	SB-81 State Funds and County Capital Funds	Early 2024	Fall 2024	Winter 2025	Open Competition

Project	Original Budget	Estimated \$ Available for Public Art	Original Source of Funding	Public Art Process Start Date	Construction Start Date	Public Art Completion Date	Selection Process
% Lode Street Facility Plan	\$20,000,000	TBD	TBD	Winter 2025/ Spring 2026	Spring 2026	Spring 2027	Open Competition
% Recovery Center	\$505,000	\$7,575	County Capital Funds	Fall /Winter 2023	Started	Spring 2024	Open Competition
% Children’s Crisis Center	\$10,163,035	\$101,630	Grant Funded	2023	Spring 2024	Summer 2025	Open Competition
Floral Park	\$375,000	\$7,500	Co. Park Friends & County Capital Funds	Spring 2024	Summer 2024	Summer/Fall 2024	Open Competition
% Hidden Beach Restroom	\$590,000	\$11,800	Coastal Conservancy Grant	Winter 2023/2024	Summer/Fall 2024	Fall 2024	Open Competition
% Ben Lomond Transfer Station	\$5,725,000	\$114,500	Bond Funded	Started	Spring 2025	Fall/Winter 2025	Open Competition

Note: %=Percent for Arts projects; the dollar figures included for the adopted and proposed budgets include design fees and the 2% applies only to applicable construction costs.

(1) There is no longer any RDA funding for the construction of these parks; the figure shown in “Original Budget” for these projects is only provided as a reference to show how the amount available for Percent for Arts was determined.



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DRAFT

ARTS COMMISSION MEETING SCHEDULE

The meetings are generally on the first Monday, every other month. The commission may meet at an alternate location specified in the public notice. Additionally, the commission may call for special public meetings in order to timely conduct commission business.

Meetings are held in person in the upstairs conference room at the Parks Dept./Simpkins Swim Center, 979 17th Ave., Santa Cruz.
For questions, please email prc039@scparcs.com

2024 Schedule

MONDAY	January 22, 2024	4:30 p.m. to 6:00 p.m.
MONDAY	March 4, 2024	4:30 p.m. to 6:00 p.m.
MONDAY	May 6, 2023	4:30 p.m. to 6:00 p.m.
MONDAY	July 1, 2024	4:30 p.m. to 6:00 p.m.
MONDAY	September 9, 2024	4:30 p.m. to 6:00 p.m.
MONDAY	November 4, 2024	3:00 p.m. to 6:00 p.m.



Call for Nominations for the *Spotlight Award*

Presented by the Santa Cruz County Arts Commission
Honoring Local Emerging Artists

Deadline for nomination letters: **March 3, 2023** **TBD**

About the Award - Through the Spotlight Award, the County Arts Commission publicly recognizes individuals who have achieved a high level of excellence and creativity in their work, but who have not received widespread acknowledgment of their talent. This annual award recognizes younger artists as well as those who are discovering their artistic voice later in life. ~~Judging criteria will include the effective use of media and tools to communicate their own personal style.~~ The award will be given to one artist or artist group in each of the following mediums: visual art, performing arts, and literary arts. The work of awardees will be featured at an exhibition on the 5th floor of the County Government Center. Dates for ~~2023~~ **2024** are **July 28-September 29**. **TBD**

Eligibility Criteria

- Artist must be nominated by a resident of Santa Cruz County.
- Artist must be a current resident of Santa Cruz County.
- Artist must have completed works that show a high degree of excellence, individuality, innovation, and/or creativity.
- Artist must show significant artistic promise, as demonstrated in a significant achievement for at least one completed piece of artwork, performance, exhibit, or written work, recognized by critics, educators or professionals.
- Artists working in any medium are eligible, including literary, visual, and performing arts.

Nomination Information

Only residents of Santa Cruz County are eligible to make nominations. Your nomination letter of no more than two pages must include:

- The name of the artist and their contact information, including: e-mail, website (if available), phone and local address
- A brief description of your relationship to the artist, why you are nominating them for the award, and how they meet the criteria (how they stand out as an emerging artist).

Santa Cruz County Parks staff will notify the nominees and provide them with the application information. Nominees must return their materials by the required date to be considered (**April 14, 2023**). **TBD** A new process will open each year. Materials will **not** be carried over into the next year, but artists previously considered may be nominated again in subsequent years. **Keep materials for two years total?**

Send your nomination letter to: prc039@scparks.com – Subject Line: Spotlight Award Nomination

Selection Process - The selection panel, composed of members of the Santa Cruz County Arts Commission, will review eligible applications. Awardees will be selected based on the nomination letter and the application materials provided by the artist using the following criteria:

- Excellence in the body of work presented.
- Effective use of media and tools to communicate personal style.
- Innovation/creativity
- **Prior recognition through exhibit, performances, publication or critique**



Artist Application Information for the Spotlight Award Presented by the Santa Cruz County Arts Commission

About the Award - Through the Spotlight Award, the County Arts Commission publicly recognizes individuals who have achieved a high level of excellence and creativity in their work, but who have not received widespread acknowledgment of their talent. This award recognizes younger artists as well as those who are discovering their artistic voice later in life. ~~Judging criteria will include the effective use of media and tools to communicate their own personal style.~~ The award will be given to one artist or artist group in each of the following mediums: visual art, performing arts, and literary arts. The work of awardees will be featured at an exhibition on the 5th floor of the County Government Center. Dates for 2023 **2024** are **July 28-September 29**. **TBD**

Due Date: **April 14, 2023** **TBD**

Please provide the following information via email to prc039@scparks.com. The subject line should read: **Spotlight Award Application – *your name***.

All written materials should be submitted as PDFs

- On a single page, please briefly describe our current body of work, and how this work will affect your education/work/career in the future.
- Include your resume listing exhibitions, performances, publications, etc.

Support materials

- *Visual Artists:* Email Up to 10 digital images no larger than 2 MB each that best represent your body of work, with a corresponding PDF list that identifies the piece with title, media, date created, and dimensions (if appropriate). Please do not submit original artwork.
- *Performing Artists:* Submit a video (MP4, WMV, or YouTube link) or Audio file (.MP3) - that best represents your work, no longer than 3 minutes.
- *Literary Artists:* A PDF that includes up to 3 samples of your work, **not to exceed 10 pages.**

Artists under the age of 18 must include a completed and signed Parent/Guardian Permission Form.

Selection Process - The selection panel is composed of members of the Santa Cruz County Arts Commission, which is made up of up to ten commissioners appointed by their district Board of Supervisor. The panel will review eligible applications, and the artists will be selected based on materials provided which documents:

- Excellence in the body of work presented
- Effective use of media and tools to communicate personal style
- Innovation/creativity
- Information provided in the nomination letter
- **Prior history of exhibitions, performances, publication, or critique**

Awardees will be notified in **early May, 2023** **TBD** of the Panel's decisions.

Please email any questions you might have to prc039@scparks.com

SANTA CRUZ COUNTY PUBLIC ART AND DESIGN GUIDELINES

1.0 PURPOSE.

These are the guidelines Santa Cruz County utilizes for the purpose of implementing the public art and design program established by the Santa Cruz County Board of Supervisors.

2.0 GOALS.

The goals of the public art program are to: enhance the visual environment for the citizens of Santa Cruz County, to integrate the design work of artists into the development of County public works projects, and to promote tourism and economic vitality of the County through the enhancement of public spaces.

3.0 DEFINITIONS. (See Appendix I)

4.0 DEVELOPMENT OF ANNUAL PUBLIC ART PLAN.

- 4.1 When a department envisions a capital improvement project which would be eligible for a public art component the Department Head shall meet with the Director of the County of Santa Cruz Department of Parks, Open Space and Cultural Services (POSCS) or designee, in order to develop a public art project description, budget and timeline for approval by the Board of Supervisors. The timeline shall ensure that the artist is selected and the contract executed before the project architect has finalized conceptual plans.
- 4.2 The Director of POSCS or designee shall present upcoming capital projects to the Arts Commission which will, on an annual basis, create a proposed Public Art Plan. This plan shall include the proposed art projects, budgets, recommendations for the specific approach to art in each of the projects and definition of the artist selection processes for approval by the Board of Supervisors. When possible, the presentation to the Board of Supervisors shall take place during the month of August.
- 4.3 The Arts Commission may, from time to time during the course of the year, recommend to the Board of Supervisors modifications to the Public Art Plan.

5.0 USES OF FUNDS.

- 5.1 Inclusions.
 - a) Funds, (1-2% of total construction cost as defined by the Board of Supervisors in the 1991 Ordinance (see Attachment II)) from eligible construction projects, may be allocated for artists design services and the acquisition or commissioning of Public Art Projects.
 - b) Up to five percent (5%) of the funds from public art projects may be allocated for community education activities and program support costs. Funds in this category may be expended for identifying plaques, documentation, public amenities, dedications, advertising, artist selection costs, publicity, contracted services and other purposes recommended by the Arts Commission for the administration of the program and approved by the Board of Supervisors in the project budget.

- c) Five percent (5%) of the funds from public art projects may be allocated and placed in a special account for maintenance and preservation of art works funded by the Public Art Program.

6.0 ARTWORKS.

6.1 Eligible Artworks:

It is the policy of the County of Santa Cruz that all artworks commissioned or acquired under the public art program be designed by visual artists. Such artworks may include, but are not limited to, the following:

- a) Sculpture: free-standing, wall supported or suspended; kinetic, electronic; in any material or combination of materials.
- b) Murals or portable paintings: in any material or variety of materials, with or without collage or the addition of non-traditional materials or means.
- c) Earthworks, fiberworks, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.
- d) Furnishings or fixtures, including but not limited to gates, railings, streetlights, signs, seating, if artist-created as unique elements or limited editions.
- e) Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist.
- f) Temporary artworks or installations, if such artworks serve the purpose of providing community and educational outreach purposes.
- g) The incremental costs of infrastructure elements, such as sound walls, utility structures, roadway elements and other items if designed by an artist or design team that included an artist as a co-designer.

6.2 Ineligible Artworks.

- a) “Art objects” which are mass produced or of standard manufacture, such as playground equipment, fountains or statuary elements, unless incorporated into an artwork by a project artist.
- b) Reproductions, by mechanical or other means, of original works of art, except in the cases of film, video, photography, printmaking or other media arts.
- c) Decorative, ornamental, architectural or functional elements which are designed by the building architect, as opposed to elements created by an artist commissioned for that purpose.
- d) Landscape architecture and landscape gardening except where these elements are designed by a professional visual artist and/or are an integral part of the artwork by the artist.
- e) Services or utilities necessary to operate and maintain an artwork over time.
- f) Art projects proposed by galleries or artist’s agents.
- g) Specifically excluded are artworks done by students under the supervision of art instructors or done to satisfy course requirements; artworks by the design architect (or other relevant professionals or members of the project design firm); and works by artists who are members of, or related to (immediate family), staff or members of the Arts Commission or the artist selection panel for the project.

7.0 RESPONSIBILITIES.

7.1 The Board of Supervisors shall:

- 7.1.1 Review and may approve the annual Public Art Plan proposed by the Arts Commission.
- 7.1.2 Appropriate public art funds as part of the annual plant acquisition budget process, and direct departments to place the funds into the non-interest bearing public art fund account at the appropriate time.
- 7.1.3 Review and may approve recommendations from the Arts Commission for selection of artist(s) for Public Art projects.
- 7.1.4 Review and may approve contracts for the purchase of design services and artworks.
- 7.1.5 Review and may approve revisions to public art policies and guidelines.

7.2 The Arts Commission shall:

- 7.2.1 Manage the public art program, including recommending rules, regulations, policies and guidelines, consistent with the 1991 public art ordinance established by the Board of Supervisors.
- 7.2.2 Monitor the overall development of the County art program, including ensuring that

applications from Santa Cruz-based and regional artists are solicited in the program and ensuring that the program is reflective of the community's cultural diversity.

- 7.2.3 Provide for regular surveys of the condition of the collection and make recommendations for the care and maintenance of the art works as needed.
- 7.2.4 Develop the annual Public Art Plan and present the plan to the Board of Supervisors.
- 7.2.5 Establish a pool of artist selection panelists and constitute artist selection panels.
 - a) Panels shall be appointed by the County Arts Commission and be composed, in most cases, of at least five voting members including; one member of the community, one member of the Arts Commission, two artists or arts professionals (designer, curator, collector, public art administrator, etc.), and one representative from the County department at which the project will be located. The artist selection panel may also include one or more non-voting advisors, including (a) the project architect, (b) the project manager, and c) other persons deemed appropriate by the Arts Commission. The composition of each Artist Selection Panel will depend on the nature of each project and site.
- 7.2.6 Develop a concise written charge to each artist selection panel which:
 - a) Outlines the objectives and parameters.
 - b) Defines a selected approach for the art work.
 - c) Defines the method to be used for artist selection.
 - d) Determines whether the project should be a design collaboration.
- 7.2.7 Review and may approve the recommendations of the artist selection panel and make recommendations to the Board of Supervisors for the Board's selection of an artist.
- 7.2.8 Periodically review and recommend changes in the public art ordinance, policies, guidelines and procedures to the Board.
- 7.3 The County Department(s) with an eligible capital improvement project shall:
 - 7.3.1 Meet with the Arts Commission to discuss the project (prior to the architect selection process) which is eligible for public art treatment and participate in the Public Artist selection process to determine recommendations to the Board of Supervisors.
 - 7.3.2 Include information about the Public Art Component for a project during the Architect Selection process.
- 7.4 The Artist Selection Panel shall:
 - 7.4.1 Respond to the charge of the Arts Commission, outlining how the selection of the artist(s) or artwork meets the criteria for the project.
 - 7.4.2 Review the credentials, prior work, proposals and other materials submitted by artists for the project.
 - 7.4.3 Be sensitive to the public nature of the project and the necessity for cultural diversity in the public art program.

7.5 Conflicts of Interest

Artists (or members of their immediate families or business partners) serving as members of the Arts Commission may not be commissioned under, or receive any direct financial benefit from, any County public art project during the term of their tenure on the Commission. This restriction shall extend for a period of one year following Commission membership and shall extend indefinitely for any specific projects which were reviewed or otherwise acted upon during the artist's membership on the Commission. An artist serving on an Artist Selection Panel may not be considered for that project, but may be eligible for other projects. Members of the Artist Selection Panels must declare any conflict of interest and abstain from voting if a conflict of interest arises.

8.0 SELECTION OF ARTISTS

Selecting the "appropriate" artist, whether to create a discreet artwork or to participate in a design collaboration, is the single most important decision in the public art process. Special care must be taken in all aspects of artist selection in order to ensure the best possible public art project, taking into account the goals of the project, the community served, the nature of the site, and the other members of the design team.

8.1 Eligibility Requirements: for each project will be established by the Arts Commission.

8.1.1 Artists will be selected on the basis of their qualification(s) as demonstrated by past work, appropriateness of the proposal to the particular project and its probability of successful completion. During the artist recruitment and selection process every effort will be made to include recruitment of Santa Cruz County-based artists.

8.1.2 Selection of artists will be without regard or discrimination against applicant for employment because of race, color, religion, national origin, ancestry, physical or mental disability, medical condition (cancer related), marital status, sex, sexual orientation, age (over 40), veteran status, or any other non-merit factor.

8.1.3 Selections will involve commissioned work by living artists. In general, the purchase of existing works will not be considered, unless there are extraordinary circumstances that make this approach advisable for a particular project.

8.1.4 In the selection of the artist it is a goal to provide for as broad a representation of different artists and art forms as possible, as well as to provide public art that reflects the County's cultural diversity.

8.2 Selection of Artists

The method of selection shall be an open competition. During an open competition any artist may submit credentials or proposals, subject to any requirements established by the art selection panel. Calls for entries will be sufficiently detailed to permit artists to determine whether their work is appropriate to the project under consideration. Press releases will be issued announcing the open competition. In addition, lists will be kept and used for artists wishing to be informed of such offerings. Local organizations such as the Cultural Council, the Museum of Art and History, the Santa Cruz Art League, and the Pajaro Valley Arts Council will be informed and encouraged to notify their memberships of such competitions. No funds will be expended on advertising outside Santa Cruz County or to provide travel expenses for artists submitting proposals.

8.3 Criteria for Selection of Artists or Artworks.

- 8.3.1 Quality - the highest priority is the design capability of the artist(s) and the inherent quality of the artwork(s).
- 8.3.2 Media - all forms of visual arts may be considered, subject to any requirements set by the artist selection panel or the Arts Commission.
- 8.3.3 Style - artworks of all schools, styles, and tastes should be considered for the County public art program.
- 8.3.4 Nature - artworks should be appropriate in scale, materials, form and content for the immediate social and physical environments with which they relate.
- 8.3.5 Permanence - consideration should be given to structural and surface integrity, permanence and protection of the artwork against theft, vandalism, weathering, excessive maintenance and repair costs.
- 8.3.6 Elements of design - consideration should be given to the fact that public art is a genre that is created in a public context and that must be judged by standards that embrace factors other than the aesthetic, including public participation, social and political attitudes, and functional considerations. Public art may also serve to establish focal points; terminate areas; modify, enhance or define specific spaces; establish identify; or address specific issues of urban design.
- 8.3.7 Public liability - artworks should be examined for unsafe conditions or factors that may bear on public liability.
- 8.3.8 Diversity - the Public Art Program should strive for diversity of style, scale and media.

9.0 RESPONSIBILITIES

9.1 Artist

- a) Within the terms of the contract, the artist shall Guarantee and maintain the artwork against all defects of material or workmanship for a period of one (1) year following installation.
- b) Within the terms of the contract, the artist shall provide the Arts Commission with detailed drawings of the installation of the artwork and with detailed instructions regarding routine and extraordinary maintenance of the artwork.
- c) Within the terms of the contract, all repairs and restorations which are made to the artwork within the lifetime of the artist shall have the mutual agreement of the County and the artist, and to the extent practical, the artist shall be given the opportunity to accomplish such repairs at a reasonable fee.

10.0 PROVISION FOR REVIEW AND AMENDMENT.

These guidelines are subject to review and revision by the Arts Commission and approval by the Board of Supervisors.

APPENDIX I

DEFINITIONS.

- 1) Public Art Plan: a prioritized list of public art projects, with budgets and recommended design approach, updated on an annual basis by the Arts Commission in consultation with community groups and the County agencies anticipating capital improvement projects. This plan is to be presented annually to the Board of Supervisors for review and approval.
- 2) Artwork: work in a variety of media produced by visual artists. The public art program should encompass the broadest possible range of expression, media and materials. Works may be permanent or temporary, functional or non-functional.
- 3) Artist Design Services: services by visual artists to develop designs for artworks or other architectural, landscape or urban design elements, either individually or as a member of a project design team.

ATTACHMENT II

A PROGRAM TO PROVIDE PUBLIC ART IN THE DEVELOPMENT OF CERTAIN COUNTY CONSTRUCTION PROJECTS - COUNTY OF SANTA CRUZ

I. PURPOSE

It is a goal of the County of Santa Cruz to expand, within available resources, the public's experience with public Arts and to make available to County residents artwork of the highest quality that will in turn enhance the quality of life in Santa Cruz County and to help create a more visually pleasing and humane environment.

II. DESCRIPTION

In acknowledgment of this goal, it shall be the policy of the county to include consideration of the provision of public art in the design and development of any County capital building project in excess of \$100,000 for buildings located in highly visible public areas or areas regularly frequented by the general public. In addition, funding for public art shall be considered for any remodeling project of an existing building in excess of \$100,000 when the purpose of the project is to enlarge or improve the space in the building regularly frequented by the general public of which is located in a highly visible area and which is constructed by or for the County of Santa Cruz.

Eligible projects shall be considered for the Percent for the Arts budget allowance as part of the County's annual budget cycle. If approved, a budget allowance of 2% of total construction costs may be allocated for works of art for projects subject to this policy. For any County construction project involving jails or detention facilities, a budget allowance of 1.5% of the total construction costs may be allocated for works of art. Allocations for Parks project shall be required at the 2% level.

If eligible projects are recommended to be excluded from the Percent for the Arts allocation, the basis for this shall be included in the budget recommendations.

If during budget hearings, or thereafter, the Board of Supervisors approves an eligible project and sets aside an amount for public art, a separate line item shall be established to track expenditures for this purpose.

III. EXCLUSIONS

Projects not deemed eligible for this program include:

- (a) Historic buildings as designated from time to time by the County or by the State or Federal government.
- (b) Projects wherein a financing source by statute or regulation preclude such uses.
- (c) Projects involving only remodeling for maintenance purposes, such as roof repairs, elevator repairs and communications systems, or remodeling of interior office spaces which are not regularly frequented by the public.
- (d) Projects requiring reconstruction or rebuilding because of a Presidentially-declared disaster.
- (e) Affordable housing projects unless the policy can be applied without rendering the project infeasible.