

ARTS COMMISSION – Regular Meeting
(virtual/teleconferencing)

January 23, 2023, 4:30 PM

Public Participation Guidelines

Based on guidance from the California Department of Public Health, the California Governor’s Office, and Santa Cruz County Health Officer, in order to minimize the spread of the COVID-19 virus, please do the following:

- The public may conference into the meeting via Teams using the info below:

Microsoft Teams Meeting link – join on your computer or mobile app. You do not need to have Teams installed to participate.

[Click here to join the meeting](#) Meeting ID: 220 387 641 760 Passcode: xUGNGv

Calling in – audio only

[+1 831-454-2222,,900215442#](#) United States, Salinas Conference ID: 900 215 442#

- Once in the meeting, ensure your microphone is muted when you are not speaking.
- If disruptive sound is coming from your device/phone line, the moderator will mute your device and you will have to unmute yourself to participate.
- This meeting will be held via teleconferencing only – not in-person.
- RELATED CORRESPONDENCE: Written comments may be sent to the Arts Commission in care of Kathy DeWild, Program Coordinator, either by e-mail or U.S Mail. Please include the agenda item number.

E-mail: kathy.dewild@santacruzcounty.us

U.S. Mail:

Arts Commission
c/o Kathy DeWild
979 17th Avenue
Santa Cruz, CA 95062

(AGENDA to follow)



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, January 23, 2022, 4:30 PM

Regular Meeting – Microsoft Teams

[Join Teams meeting on the web](#)

Meeting ID: 220 387 641 760

Meeting Passcode: xUGNGv

Call in: [+1 831-454-2222,900215442#](tel:+18314542222900215442)

United States, Salinas Phone

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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 minutes from November 7, 2022..... Pages 3-4
- b. Adopt resolution making findings and ordering the continued use of teleconference meetings of the Arts Commission due to COVID-19, pursuant to the requirements of Assembly Bill 361 Pages 5-6

V. **DIRECTOR'S REPORT**

VI. **STAFF REPORT**

VII. **REGULAR AGENDA**

A. Discussion Items

- 1. CAO office presentation – FY 2023-25 Operational Plan Development process and A Santa Cruz County Like Me initiative Pages 7-14
- 2. Outreach efforts for the Spotlight Award

B. Action Items

- 1. Appoint two commissioners to serve on the Westridge project public art panel
- 2. Appoint two commissioners to serve on the Felton Pumptrack public art panel
- 3. Appoint two commissioners to serve on the Sobering Center public art panel
- 4. Appoint two commissioners to serve on the Willowbrook Park public art panel
- 5. Appoint two commissioners to serve on the Juvenile Hall public art panel

VIII. **AGENDA / MEETING FOR: March 6, 2023 – 4:30 PM**

IX. **ADJOURNMENT**



County of Santa Cruz

PARKS, OPEN SPACE & CULTURAL SERVICES

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JEFF GAFFNEY
DIRECTOR OF PARKS

ARTS COMMISSION MINUTES

November 7, 2022, 3:00-5:11 p.m. - Microsoft Teams meeting platform

- I. Called to order at 3:12 p.m. Present: Kilian, Solway, Gardner, DeWorken, Woods, Niven, J Phillips
Absent: Oslapas, L Phillips, Stabile (excused)
Staff: Rebecca Hurley, Kathy DeWild

- II. Approved Agenda - Motion/Second: Killian/Gardner
AYES: 6
NOES: 0
ABSTAIN: 0
ABSENT: 4

- III. Approved Consent Agenda - Motion/Second: Gardner/Woods
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3

- IV. Discussion Items - included an Equity and Inclusion presentation & discussion with Jim Brown, Director of Arts Council Santa Cruz County, and a review of the final draft criteria and procedures information for the Spotlight Award. Updates to the Spotlight Award: application will be made available in in Spanish, and outreach to BIPOC will be a priority.

- V. Approved Outside the Box selection panel recommendation of artists for phase 6.
Motion/Second: Kilian/Gardner
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3

- VI. Approved Spotlight Award criteria and procedures with updates included as noted in V., above.
Motion/Second: Gardner/Kilian
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3

- VII. Approved Spotlight Award criteria and procedures with updates included as noted in V., above.
Motion/Second: Gardner/Kilian
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3

- VIII. Approved 2023 Public Art Plan
Motion/Second: Gardner/Kilian
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3

DRAFT

- IX.** Approved Arts Commission Biennial Report, with addition of inclusion and equity goals
Motion/Second: Woods/Solway
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3
- X.** Approved selection of Lea de Witt and public artist for the Aptos Library, and recommend her proposal be approved by the County Board of Supervisors
Motion/Second: Kilian/Solway
AYES: 6
NOES: 0
ABSTAIN: 1
ABSENT: 3
- XI.** Approved selection of David and Soo Choi (Team Sobrante) as the public artists for the Live Oak Library Annex, and recommend their proposal be approved by the County Board of Supervisors
Motion/Second: Solway/Woods
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3
- XII.** Appointed Commissioners DeWorken and Kilian to the Green Valley Pathway public art panel
Motion/Second: Gardner/Solway
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3
- XIII.** Appointed Commissioner Solway to serve on the Santa Cruz Poet Laureate panel
Motion/Second: Gardner/DeWorken
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3
- XIV.** Next meeting date: January 23, 2023 – 4:30-6:00 PM, Microsoft Teams platform. Agenda items include continuing teleconferencing meetings under AB361, an update on the FY 2023-25 Operational Plan Development process and the A Santa Cruz County Like Me initiative around representational government, and outreach for the Spotlight Award.
- XV.** Adjournment – 5:11 PM
Motion/Second: Wood/Solway
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 3

BEFORE THE ARTS COMMISSION OF THE COUNTY OF SANTA CRUZ

RESOLUTION NO. 22-6

**SANTA CRUZ COUNTY ARTS COMMISSION'S FINDINGS PURSUANT
TO ASSEMBLY BILL 361 AUTHORIZING TELECONFERENCE MEETINGS
AS A RESULT OF THE CONTINUING COVID-19 PANDEMIC STATE OF
EMERGENCY AND HEALTH OFFICER RECOMMENDATION FOR SOCIAL DISTANCING**

WHEREAS, the Arts Commission is a legislative body under the Brown Act as defined under Cal. Gov. Code section 54952(b) and Santa Cruz County Code Section 2.38.110; and

WHEREAS, on September 16, 2021, Governor Newsom signed Assembly Bill 361 ("AB 361"), urgency legislation effective immediately, that amended Government Code section 54953 to permit legislative bodies subject to the Brown Act to continue to meet under modified teleconferencing rules provided that they comply with specific requirements set forth in the statute; and,

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(1)(A), a legislative body may meet under the modified teleconferencing rules during a proclaimed state of emergency, and where local officials have imposed or recommended measures to promote social distancing; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency in response to the COVID-19 pandemic, and which remains in effect; and

WHEREAS, on September 30, 2021, Santa Cruz County Public Health Officer Dr. Gail Newel strongly recommended that legislative bodies in Santa Cruz County continue to engage in physical/social distancing by meeting via teleconference as allowed by AB 361 and confirmed that she will regularly review and reconsider this recommendation and notify the public when it is no longer recommended; and

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(3), within 30 days of the date the legislative body first holding a teleconferenced meeting under the modified rules, and every 30 days thereafter, a legislative body can continue to hold such teleconference meetings provided it has reconsidered the circumstances of the state of emergency and determined either that the state of emergency continues to directly impact the ability of the members to meet safely in person or that local officials continue to recommend measures to promote social distancing; and

WHEREAS, on March 7, 2022, the Arts Commission held an initial teleconference meeting under AB 361; and

WHEREAS, this Commission has reconsidered the circumstances of the current state of emergency and finds that the COVID-19 pandemic continues to directly impact the ability of members of the public to participate safely in person and further finds that the Santa Cruz County Public Health Officer continues to recommend measures to promote social distancing; and

WHEREAS, in the interest of public health and safety, and due to the emergency caused by the spread of COVID-19, the Arts Commission deems it necessary to utilize the modified teleconferencing rules set forth in AB 361;

NOW, THEREFORE, the Arts Commission makes the following findings by a majority vote:

Section 1. The foregoing recitals are true and correct, and adopted as findings of the Arts Commission.

Section 2. Effective immediately, and for the next 30 days, the Arts Commission will meet via teleconference as authorized under AB 361 and Government Code section 54953(e)(3).

Section 3. No later than thirty (30) days from making today's findings, or at the next scheduled meeting, the Commission will reconsider the circumstances of the COVID-19 state of emergency and, if necessary, adopt subsequent findings to continue holding teleconference meetings in accordance with Government Code section 54953(e)(3).

PASSED AND ADOPTED by the Arts Commission in Santa Cruz, State of California, this 23rd day of January, 2023, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Chair, Arts Commission

ATTEST: _____
Department Staff

Approved as to Form:

Office of the County Counsel



A Santa Cruz Like Me

The Value of Representational Government



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EXECUTIVE SUMMARY

“A Santa Cruz Like Me” is a partnership between Santa Cruz Community Ventures (Ventures) and Santa Cruz County to paint a picture of Santa Cruz County’s representative bodies. The effort started as a recognition of the value of a representative government to ensure the diversity of our government reflects the diversity of our region.

Different lived experiences can help inform and shape policy and governance to ensure our County is resilient, prosperous, and equitable. “A Santa Cruz Like Me” is a start to explore and identify how we are doing as a County.

Key Findings

- 1. Critical Under Representation of South County.** The City of Watsonville, which is 31% of the County population, is significantly underrepresented with only 16% representation in County Boards and Commissions.
- 2. Critical Under Representation of Renters.** Over 77% of respondents self-identified as homeowners, compared to the 51% of homeowners captured by DataShare Santa Cruz.
- 3. Critical Under Representation based on Race, Ability, and Age.** 16% of representatives identify as Latino and 17% of representatives identify as having a disability compared to 35% and 34% of the County population respectively. In addition, there was no young adult representation from the survey participation, compared to 13% of the County population. It should be noted that working adults, ages 25-64 had significant over representation, at 67% of representatives versus 49% of population data.
- 4. Critical Over Representation of College Graduates.** 68% of those surveyed held a college degree, with 39% holding a masters degree or higher. Compared to the County population, where college graduates equal 34% and 14% hold a master degree or higher.
- 5. Optional Participation Limited Response Rate.** Response rate was 45% of those surveyed, with a higher rate of participation from commissions and boards representing communities traditionally excluded (i.e. Women’s Commission, Latino Affairs Commission, etc.)



BACKGROUND

“A Santa Cruz Like Me” was inspired by efforts at the state level to ensure the diversity of our government reflects the diversity of our state. The policies our local leaders form and vote on directly affect our communities so it is important that these leaders do in fact reflect the diversity of our County.

As an organization interested in building an equitable economy, Ventures recognizes the value of a representative government and how this can affect economic decisions. This data-driven effort also aligns with Santa Cruz County’s Strategic Plan goals to create a healthy, safe and more affordable community that is culturally diverse, economically inclusive and environmentally vibrant.



METHODOLOGY

“A Santa Cruz Like Me” survey was delivered to Santa Cruz County Commissions, Boards, and Supervisors to voluntarily disclose demographic and population descriptive indicators used in other data collection efforts. This includes alignment with datasets found via DataShare Santa Cruz, the central hub of information for Santa Cruz County with the utmost up-to-date data.

This was the first opportunity for appointees to provide demographic information about themselves. In total, 45% of all possible respondents returned a completed survey. The team reviewed and compared overall population numbers from DataShare Santa Cruz and identified indicators with variances of 5% or higher from the population, with special review of variances of 10% or higher.

	Percent of respondents	Percent of county population	Variance
Zipcode			
95003	8.00%	9.15%	1.15%
95010	4.80%	3.36%	1.44%
95018	5.60%	2.99%	2.61%
95060	22.40%	17.81%	4.49%
95062	13.60%	13.46%	0.14%
95065	7.20%	2.95%	4.25%
95066	8.80%	5.51%	3.29%
95076	16.00%	31.10%	15.10%
Age			
18 - 24	0%	13.86%	13.86%
25 - 64	66.83%	49.14%	17.69%
65 - 84	35.20%	15.86%	19.34 %
85 - up	0%	1.83%	1.83%
Gender			
Female	61%	50.51%	10.49%
Male	38%	49.49%	11.49%
Nonbinary	1%		n/a



	Percent of respondents	% of County population	Variance
Ethnicity (Census: Race & Hispanic Orig)			
American Indian & Alaska Native alone	2.40%	0.57%	1.83%
Asian	1.60%	7.26%	5.66%
Native Hawaiian & Other Pacific Islander	0%	0.15%	n/a
Black or African American	2.41%	1.17%	1.24%
Two or more Races	2.40%	4.90%	2.50%
Hispanic or Latino	16%	35.32%	19%
White, not Hispanic or Latino	72%	55.11%	16.89%
Housing Status			
Homeowner	77%	51.10%	25.90%
Renter	22%	49.49%	n/a
Other	1%		n/a
Education			
Bachelor degree	32.80%	23.30%	9.50%
Master degree	28%	11.16%	16.84%
Doctorate	11.20%	2.70%	8.50%
Some college, no degree	7.20%	22.25%	15.05%
Professional degree	5.60%	3.03%	2.57%
Associate degree	4%	8.47%	4.47%
High school diploma or equivalent	1.60%	15.50%	13.90%
Trade/technical/vocational training	1.60%		n/a
Disability Identity			
Yes	16.8%	34%	17.20%
No	77%		

KEY FINDINGS

1 Under Representation of South County. The City of Watsonville, which is 31% of the County population, is significantly underrepresented with only 16% representation in County Boards and Commissions. It is unclear what demographic information is considered during the appointment process and candidate interest may also be impacted by meeting locations, time, and transportation options.

2 Critical Under Representation of Renters. Over 77% of respondents self-identified as homeowners, compared to the 51% of homeowners captured by DataShare Santa Cruz. Given the housing crisis facing the County, representation by tenants would provide needed perspectives to housing solutions.

3 Critical Under Representation based on Race, Ability, and Age. 16% of representatives identify as Latino and 17% of representatives identify as having a disability compared to 35% and 34% of the County population respectively. In addition, there was no young adult representation from the survey participation, compared to 13% of the County population. It

should be noted that working adults, ages 25-64 had significant over representation, at 67% of representatives versus 49% of population data.

4 Critical Over Representation of College Graduates. 68% of those surveyed held a college degree, with 39% holding a masters degree or higher. Compared to the County population, where college graduates equal 34% and 14% hold a master degree or higher. Given that higher education tends to correlate with higher income, this may impact the ability for inclusive workforce development policy.

5 Optional Participation Limited Response Rate. Due to the voluntary nature of the survey, response rate was 45%, with a higher rate of participation from commissions and boards representing communities traditionally excluded (i.e. Women's Commission, Latino Affairs Commission, etc.). One would expect that this would lead to lower gaps based on race, gender, and education, which points to possibly greater disparity than those identified.





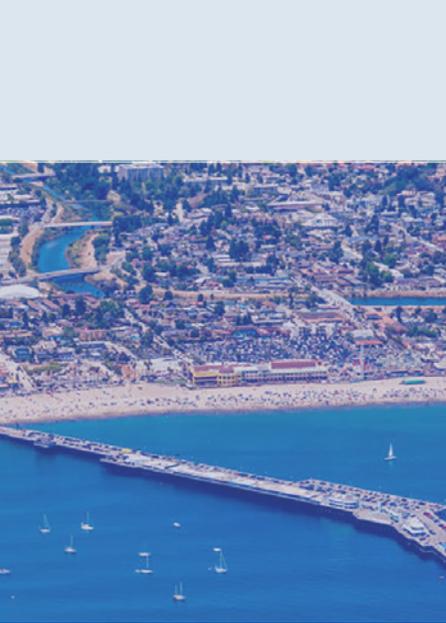
RECOMMENDATIONS

1 Create a Committee to Review Variances and Propose Solutions. In alignment with the county's goal of creating a healthy, safe and more affordable community that is culturally diverse, economically inclusive and environmentally vibrant, it is recommended that a committee be formed to review variances and provide recommendations to address them. Committee members would be charged with exploring solutions to decrease existing variances and monitoring progress.

2 Require Collection of Demographic Information. To capture a complete picture of who is applying and ultimately appointed, it is recommended that demographic information be collected during the application process for all board and commission positions. Elected officials should report this information during onboarding. This information should be reviewed on a timely basis to ensure outreach is reaching all members of the community.

3 Include County Data Review as Part of the Onboarding Process. In recognition of the county's dedication to move towards a more representative government and the county's investment in CORE and data sharing, it is recommended that the onboarding process for appointees, including those with appointment power, include a review of the makeup of our County and the data dashboards that are available.

4 Work with Cities within Santa Cruz County to Conduct a Similar Study. The collection of data across government agencies would provide a clear regional representation.



APPRECIATION

Special thanks to Kayla Gomez and Stephanie Cabrera for their many contributions to “A Santa Cruz Like Me.”



About Santa Cruz Community Ventures

Ventures partners with rural Latino working-class families in California’s Central Coast to implement transformational programs that activate and strengthen their economic and political power. Together, we are working towards a shared and prosperous economic future where zip code, race, gender, or immigration status do not dictate income or wealth. sccvonline.org



About Santa Cruz County

Situated on the northern half of Monterey Bay, Santa Cruz County is known for its natural beauty including pristine beaches, redwood forests, and rich farmland. Its economy is anchored by tourism, agriculture and technology, and is home to world-class arts and cultural institutions. The County of Santa Cruz serves its 270,000 residents through a county government dedicated to creating a healthy, safe and more affordable community that is culturally diverse, economically inclusive, and environmentally vibrant. For more, visit www.santacruzcounty.us/VisionSantaCruz.aspx

This report is made possible thanks to the generous support from the Latino Community Foundation and the Women’s Foundation of California.