



# County of Santa Cruz

## DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES

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

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

JEFF GAFFNEY  
DIRECTOR

### ARTS COMMISSION – AGENDA

Monday, March 4, 2024  
4:30 p.m.  
Regular Meeting

Simpkins Family Swim Center  
979 17<sup>TH</sup> 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 January 22, 2024..... Pages 2-3

**V. DIRECTOR'S REPORT**

**VI. STAFF REPORT**

**VII. REGULAR AGENDA**

**A. Action Items**

1. Select Panelist for the Arts Advisory Panel (AAP) ..... Pages 4-6
2. Select Panelists (2) for the JIT Panel..... Pages 7-10
3. Form Public Art in Private Development Subcommittee
4. Form Youth in the Arts Subcommittee

**B. Information/Discussion Items**

1. Public Art Program Subcommittee - report and discussion

**VIII. AGENDA / MEETING FOR: May 6, 2024 – 4:30 PM**

1. Consider Selection Panel recommendation of public artist for the Recovery Center public art project ..... Pages ??
2. Select recipient(s) for the 2024 Spotlight Award ..... Pages ??
3. Select Chair and Vice-Chair of the Arts Commission for a term starting July 1, 2024 and ending June 30, 2025

**IX. ADJOURNMENT**



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DIRECTOR OF PARKS

**DRAFT**

### ARTS COMMISSION MINUTES

January 22, 2024, 4:30 p.m. – 979 17<sup>th</sup> Ave., Santa Cruz

I. Called to order at 4:43 p.m. Present: Leahy, Niven, Phillips, Stabile, Kroslowitz, Singer, Miranda, Leclerc  
Absent/Excused: none Absent/Unexcused: Borges Vacant seats - 1  
Staff: Kathy DeWild

II. Approved Agenda - Motion/Second: Stabile/Phillips  
AYES: 8  
NOES: 0  
ABSTAIN: 0  
ABSENT: 1

III. Oral Communications – None

VI. Approved Consent Agenda - Motion/Second: Kroslowitz/Singer  
AYES: 8  
NOES: 0  
ABSTAIN: 0  
ABSENT: 1

V. & VI. Director & Staff reports

Recovery Center “Call to Artists” is out to the public, with artists’ proposals due March 1. Spotlight Award and Artist of the Year nominations information has been published on the Parks website and will be promoted via social media. Sandra Cherk will show her pastel paintings at the Simpkins Swim Center/Parks Dept. office from Feb. 6 through May 2024.

VII. Regular Agenda

A. Informational Items

1. Nick Calubaquib, Director of Parks and Community Services for the City of Watsonville, gave a presentation about the city’s public art program. The commission plans to form a subcommittee to explore how a similar program could be enacted in the County.
2. The Commission discussed youth and arts and plan to form a subcommittee at the March 4 meeting to further explore ways to bring arts programs to youth, especially underserved youth, and how youth can be involved in the commission.
3. Commissioners discussed how to fund a professionally conducted survey of the county art collection, as well as any recommended repair and restoration. A subcommittee will be formed at the next meeting of the Arts Commission to explore options and potential sources.

B. Action Items

1. Approved Earleen Overend as a recipient of the Eloise Pickard Smith Award, with the presentation to take place in 2025.

Motion/Second: Stabile/Leahy  
AYES: 8  
NOES: 0  
ABSTAIN: 0  
ABSENT: 1

**VIII.** Next meeting date: March 4, 2024 – 4:30-6:00 PM. Agenda items may include:  
Consider nominee for the Eloise Pickard Smith Award  
County public art collection survey – form subcommittee  
Public art program committee - status report  
Youth and arts – form a subcommittee

**IX.** Adjournment – 6:07 PM  
Motion/Second: Stabile/Miranda  
AYES: 8  
NOES: 0  
ABSTAIN: 0  
ABSENT: 1

# **SANTA CRUZ COUNTY ARTS COMMISSION**

## **GUIDELINES FOR GIFTS OR LOANS OF ARTWORK**

The Santa Cruz County Arts Commission (CAC) encourages gifts of art to the community from individuals and businesses. These gifts could include smaller more portable works to be displayed throughout the County governmental offices and larger public arts pieces to be permanently installed in public spaces.

A public art program contributes to the overall livability of our County by creating beautiful public spaces and focal points that citizens can be proud of and enjoy on a daily basis. As the collection grows it will represent a culturally rich and diverse community that has a reputation for its love of art. Public art of the highest quality will serve to promote dialogue among citizens, to educate them and to make a statement about who we are as a community.

These guidelines are intended to address gifts and temporary loans of artwork to the County of Santa Cruz. Only artworks that enhance public spaces, are of the highest quality and advance public understanding of art will be accepted. These guidelines provide a process for review, placement, insurance, and maintenance.

### **APPROVAL PROCESS**

The donor will propose the gift or loan of artwork to the CAC. A proposal will include a photograph, provenance (history of owners and exhibitions of the artwork), dimensions, medium, date of creation, biographical information on the artist, a current appraisal and maintenance requirements. The donor may propose a site. In the case of a work to be fabricated for donation, the artist will present a maquette of the proposed artwork. For a loan of art, a time period for the loan will be specified in the proposal for the loan.

The CAC *Arts Advisory Panel* (AAP) shall be composed of one CAC member, one Parks, Open Space and Cultural Services Department (Parks Department) staff member, and three visual art professionals. Arts professionals will be contacted by Parks Department staff regarding their interest in serving on the AAP; AAP members may serve a term of up to five years.

The AAP will review each proposal based on aesthetic quality, relationship of the artist or artwork to the County of Santa Cruz, historical art context, condition of the artwork, maintenance requirements and appropriateness for public display. The AAP then makes a recommendation to the CAC to accept or reject the donation or loan.

Upon CAC approval, staff will present the proposed donation to the County Board of Supervisors, along with any maintenance requirements, for their consideration.

### **MEDIA**

Artwork of any media will be considered, including but not limited to: painting, both portable and permanent works, such as murals; sculpture, including in the round, bas-relief, mobile, kinetic, fountain, or design for the development of a public space, etc., in

any material or combination of materials; other visual media including prints, drawings, stained glass, photography, clay, wood, plastics or combination of materials.

## **SITING**

### 1. Permanent Installations

If a site is being considered within the County Parks system, Parks, Open Space and Cultural Services Department (Parks Department) staff will review all available installation locations to find the most appropriate site for the artwork to be displayed. If the artwork is to be located elsewhere within County purview, Parks Department staff will work with the department head or his/her designated representative regarding an appropriate installation location. In both cases, Staff will take into consideration the safety of the piece, maximum exposure of the public to the artwork and appropriateness of the piece to the setting.

### 2. Temporary Installations

Parks Department staff will site work with the help of a representative of involved County department. Staff will take into consideration the safety of the piece, maximum exposure of the public to the artwork and appropriateness of the piece to the setting. Portable artworks may be re-sited periodically.

## **PERMIT AND AGENCY APPROVALS**

For large sculptures or other more involved installations, the CAC and Parks Department, in cooperation with other appropriate County departments, will submit the project for all necessary permits and review processes prior to installation.

## **INSTALLATION**

Parks Department staff will coordinate installation with the associated department head or their designated representative. A label identifying the artwork, artist, and donor will be installed near the artwork. The costs of installation and ongoing maintenance will be assumed by the Parks Department.

## **MAINTENANCE**

No artwork will be accepted by the County unless maintenance requirements have been specified on the part of the artist or other art professional. In some cases, funds deposited into the Public Art Trust Fund (for ongoing maintenance) may be required prior to acceptance of a gift. Maintenance, repair, and restoration will be coordinated by and funded by the Parks Department.

## **INSURANCE**

While the artwork is in the possession of the County, the County will insure the artwork for the fair market value. An insurance declaration form must be filled out by the owner

of an artwork loaned for exhibition. In the case of a gift, a qualified professional appraisal of fair market value at the time of acceptance by the County is required and will remain on file with the Parks Department.

### **REMOVAL OR RELOCATION OF WORKS OF ART**

The Parks Department may review the status of a County owned or loaned work of art for removal or relocation.

1. When the work of art requires excessive maintenance or has faults of design or workmanship, making repair impractical or unfeasible.
2. When the work of art has been damaged and repair is impractical or unfeasible.
3. When the work of art endangers the public or creates a safety risk.
4. When significant changes in the use, character or design of the site have occurred, affecting the integrity of the work of art.
5. When the Commission or department wishes to replace the work of art with a more appropriate work.

The Parks Department will review the status of the work of art by:

1. Reviewing pertinent agreements between County and the artist or donor.
2. Discussing with the artist or donor the circumstances prompting the review.
3. Seeking opinions of more than one independent professional qualified to make recommendations about the concern prompting the review (i.e., conservators, engineers, architects, landscape architects, critics, art historians, safety experts, etc.)

Upon completing the review, the Parks Department will resolve the situation surrounding the work of art in question, which may include:

1. Relocation of Public Display: If the work of art is designed for a specific site, relocation must be to a new site consistent with the artist's intention. If possible, the artist's assistance and consent ~~shall be required~~ will be solicited to make this determination.
2. Removal from the collection by sale, extended loan, trade, or gift.
  - a) A minimum of two independent professional appraisers will determine the fair market value of the work of art.
  - b) The artist or donor will be given first option to purchase the work of art.
  - c) Sale will be through auction, gallery resale or direct bidding by individuals.
  - d) Proceeds from the sale of County-owned works of art will be deposited into an account to be used for future public art projects managed by the Parks Department and for the maintenance and conservation of the County's public art collection. Any preexisting contractual agreements between the County and artists, donors, and responsible County departments - be honored.
  - e) The Parks Department reserves the right to remove safety risks.

## **Just in Time (JIT) Panel and Process**

Staff organizes artist proposals and other materials, schedules panel meeting

The JIT Panel is comprised of seven members (two artists, two Arts Commissioners, two community members, and the Parks Dept. Arts Program Coordinator

The Panel reviews and may approve an artist and concept from the proposals received. The panel process will ensure the proposed project imagery has artistic merit and is appropriate for a public area, and that it appeals to a variety of people with differing backgrounds and interests. The panel process also helps ensure that the artist (based on previous work and resume) is capable of completing the work in a professional fashion.

- o If the artist has been pre-selected by the community members, the JIT Panel would review the artist's resume, examples of previous applicable artwork, and concept sketches to determine if the artist is an appropriate choice for the project.
- o If an artist and concept is approved by the JIT Panel, staff contacts the artist and community member (if not serving on the panel) to advise them of the panel's decision and the next steps, as well as safety and materials requirements.
- o The project moves to the community to carry out, with Parks staff checking in about progress, as well as ensuring the concept, process, materials, safety requirements, etc. are followed.

**County of Santa Cruz – Policies and Procedures  
Artist/Community Initiated Public Art Projects on County-owned Property**

Just in Time (JIT) - Process for approval of public art projects which are not part of the County's Percent for Arts program and when funding is from non-County sources.

Projects within Santa Cruz County limits that will result in the placement of a permanent work of art on County property must undergo a public art review and approval process before they can be executed. The artist and/or project sponsor is required to submit to the County Parks Department (Parks) a project proposal. An artist may be pre-selected by the project sponsor/community to submit a project proposal, or a Call to Artists may be issued to find an artist appropriate for the proposed project. If an artist has already been chosen by the project sponsor, the artist shall appear before the JIT Panel (Panel) to present the proposed project. If a Call to Artists has been issued, artists' proposals will be considered by the Panel and a finalist will be selected to continue in the process.

Project Contact Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Proposed Site of Project (Address/Cross St. w/physical details) \_\_\_\_\_

Property Owner \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

If applicable:

Artist Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

All proposal materials (see page 2) should be submitted on white, single-sided, un-stapled, and un-bound 8.5x11" paper. Nothing over 8.5x11" will be accepted for this phase of the process. Please provide ten copies of any of the proposal materials which require color (items 3, 8, and 9).

Images of artist's previous relevant work should be emailed as attachments to the application form. Images should be in jpg or tif format, each with a maximum size of 300 dpi and no larger than 1024 x 768 pixel resolution. Each file should be named with artist surname and image number to correspond with annotated image list. The annotated list of the images should include: image number, media, size, title, date, cost and brief description of the art work if necessary.

The project proposal must address the following:

1. The proposed project address must be in unincorporated Santa Cruz County. If the project location is on private property, written permission for use of proposed site, including acknowledgment of responsibilities from property owner, must be submitted\*. If not on private property, would permits or easements be required? \*Consult the Federal Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) guidelines for more information.
2. Demonstration of community notification/outreach and support for proposed project (letters of support, meeting attendance lists, surveys, etc).
3. Photographs of the existing site.
4. General description project and list of criteria to be included in the Call to Artists (e.g. imagery, materials, location) and for the Panel to consider in making their decision.

\*Please note: If an artist/proposal has not already been selected by the project sponsor for review by the Panel, County staff will issue a Call to Artists. Artists who respond to the Call to Artists (i.e. submit a project proposal) will be screened by the Panel and an artist will be selected to continue in the process. If an artist has already been chosen by the sponsor/community to submit a proposal, the following information should be included in the project proposal submitted by the sponsor/community:

5. Applicant artist's resume and/or other supporting material relevant to the artist's experience with similar projects. Artist should include up to ten (10) images of recent relevant work.
6. A written description of the proposed artwork, including the artist's intent, process and project goals, including all project partners.
7. Detailed description of proposed materials and methods of installation deemed suitable for the site conditions.
8. Adequate visual representation, in color, of the proposed work(s), in drawing(s) and/or three-dimensional model(s), with scale indicated.
9. A scale drawing or digital photographic mockup depicting the proposed work(s) *as it/they will be sited*. (may be combined with site photos and color rendering)
10. A project timeline including design process, all County reviews, and installation.
11. Itemized budget (to ensure sufficient financial resources for completion of project).
12. Maintenance plan identifying responsible parties, life expectancy of work, etc.

Parks staff organizes proposal materials and schedules a review meeting with Panel. The Panel will make an advisory judgment regarding form, content and feasibility of the artwork, and will determine if the proposed project meets standards for public art in the County of Santa Cruz. Once the Panel has made a judgment regarding the proposed project design, no design changes can be made by the artist and/or sponsor without returning for Parks staff for approval prior to implementation.

Additional time may be needed if the proposal requires approvals from other departments or review boards for placement on County property (e.g. proposals for placement on Caltrans property require a separate, additional approval process.)

Only after review and approval by the Panel may a proposed project move forward. If an artist and concept is approved by the Panel, staff contacts the artist and community member (if not serving on the panel) to advise them of the panel's decision and the next steps, as well as safety and materials requirements, then the project moves to the community to carry out, with Parks staff checking in about progress – as well as ensuring the concept, process, materials, safety requirements, etc. are followed.

**Volunteers** assisting with the project must:

- File application with the Volunteer Initiative Program, including a signed hold-harmless
- Appropriate safety equipment must be used by all involved in road-side work (hard hat, vest, safety cones – County provides)
- The selected artist would draw the image on the wall, and may involve other volunteers in painting

**Other considerations** for murals and other outdoor work that is painted:

- The paint used for a mural would need to be good quality water-based paint (e.g., Nova acrylic) so it will hold up for at least several years; other types of projects would have other requirements (e.g., no pinch-points, sharp edges, etc.)
- The area to paint would need to be prepped for the safety of volunteers and artists (ground holes are filled) and the surface prepped to accept paint w/o peeling off, etc.
- The mural would need to be finish-coated with an approved anti-graffiti/UV coating - This helps with easy removal of graffiti, and keeps the artwork looking vibrant for years

**It will be the responsibility of the community to maintain the project**, not the County's

**The County maintains the right** to remove, paint over, or install a new work should it be required for any reason (e.g., a mural is peeling/faded beyond recognition and has not been restored by community members; graffiti has not been remedied)

**Questions?** Please email Kathy DeWild, Program Coordinator, Santa Cruz County Department of Parks, Open Space and Cultural Services: [kathy.dewild@santacruzcountyca.gov](mailto:kathy.dewild@santacruzcountyca.gov).