



# 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 – REGULAR MEETING

Monday, May 6, 2024  
4:30 p.m.

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 March 4, 2024 ..... Pages 2-3

**V. STAFF REPORTS**

**VI. REGULAR AGENDA**

**A. Action Items**

1. Consider Selection Panel recommendation of public artist for the Sobering Center public art project ..... Pages 4-7
2. Select recipient for the 2024 Spotlight Award
3. Select 2025 Artist of the Year
4. Appoint Chair and Vice-Chair of the Arts Commission for a term starting July 1, 2024 and ending June 30, 2025
5. Appoint commissioner to serve on the Floral Park public art panel (replace Leahy)
6. Appoint commissioner to serve on the Juvenile Hall public art panel (replace Leahy)
7. Appoint commissioner(s) to serve on the Youth in Arts subcommittee (replace Leahy)

**B. Information/Discussion Items**

1. Public Art Program Subcommittee - report and discussion ..... Pages 8-11
2. Youth in the Arts Subcommittee - report and discussion
3. Santa Cruz County Chamber of Commerce – Cultural/Arts Award Category

**VII. AGENDA / MEETING FOR: July 1, 2024 – 4:30 PM**

Appoint commissioner to serve on the Lode St. public art panel  
Consider a standing committee for update of the % for Art Public Art Program

**IX. ADJOURNMENT**



# County of Santa Cruz

## PARKS, OPEN SPACE & CULTURAL SERVICES

**DRAFT**

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JEFF GAFFNEY  
DIRECTOR

### ARTS COMMISSION MINUTES

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

I. Called to order at 4:43 p.m. Present: Niven, Leclerc, Stabile, Kroslowitz, Singer, \*Miranda, Rogers  
Absent/Excused: Leahy, Phillips Absent/Unexcused: none Vacant seats: 1  
Staff: Sarah Shea, Kathy DeWild \*late arrival – 5:00PM

II. Approved Agenda - Motion/Second: Kroslowitz/Stabile  
AYES: 6  
NOES: 0  
ABSTAIN: 0  
ABSENT: 3

III. Oral Communications – None

VI. Approved Consent Agenda - Motion/Second: Stabile/Kroslowitz  
AYES: 6  
NOES: 0  
ABSTAIN: 0  
ABSENT: 3

**V. & VI. Director & Staff reports**

Parks maintenance staff have been busy cleaning up and repairing things after the recent storms. The budget for the upcoming fiscal year is underway. The department has applied for the State Park Outdoor Equity Grant. Nine proposals were received for the Recovery Center public art project; the selection panel will meet in late March to review them. The artists who created the public art project for the Live Oak Library Annex will install their sculpture, The Letters, this spring. Five new nominations of local emerging artists were received for the Spotlight Award..

**VII. Regular Agenda**

**A. Action Items**

1. Selected Commissioner Kroslowitz to serve on the Arts Advisory Panel, which meets when needed to vet potential donations to the County Art Collection..

Motion/Second: Stabile/Singer

AYES: 6  
NOES: 0  
ABSTAIN: 0  
ABSENT: 3

2. Selected Commissioners Singer and Rogers to serve on the Just in Time panel, which meets when needed to review applications for community supported/funded public art projects on County property/easements.

Motion/Second: Stabile/Kroslowitz

AYES: 7  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2

3. Formed a Public Art in Private Development subcommittee, comprised of Commissioners Leclerc, Miranda, and Niven.

Motion/Second: Stabile/Kroslowiz

AYES: 7  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2

4. Formed a Youth in the Arts subcommittee, comprised of Commissioners Singer and Leahy, with Commissioner Stabile serving in an advisory capacity.

Motion/Second: Stabile/Miranda

AYES: 7  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2

### **B. Information/Discussion Items**

1. The Public Art Program subcommittee presented their progress and findings to date, which included a survey of other municipalities plans, as well as a map showing the locations of all County of Santa Cruz public art projects to date. All commissioners will review the current procedures and email their thoughts to staff to collate into a document for subcommittee's use.

**VIII.** Next meeting date: May 6, 2024 – 4:30-6:00 PM. Agenda items may include:

Public Art in Private Development – report back from subcommittee and discussion

Public Art in Program – report back from subcommittee and discussion

Youth in the Arts – report back from subcommittee and discussion

Select Artist of the Year 2025

Select Spotlight Award recipient(s)

Select Chair and Vice Chair for July 1, 2024-June 30, 2025

**IX.** Adjournment – 5:45 PM

Motion/Second: Stabile/Singer

AYES: 7  
NOES: 0  
ABSTAIN: 0  
ABSENT: 2

## **Proposal for Recovery Center Public Art Project - Bruce Harman**

### **-Butterflies on the River-**

This proposal is for one large mural to be painted on MDO board and installed as shown in the images.

The outdoor mural is 11 feet wide by 8 feet tall.

The original specified area is 11 feet by 9 feet, but that requires many more seams, since the boards are 8 feet by 4 feet. It could be made wider than 11 feet, but 8 feet tall makes most sense.

### **Concept**

These images came to mind as I considered the important mission of the Recovery Center. The image provides a soothing landscape with bright splashes of color to enliven the viewer's mood.

- The butterfly is a universal symbol of transformation and beauty.
- The background is a view of the San Lorenzo River, anchoring the mural in its locale.

### **Kinetic Butterfly Addition**

In the image, the top butterfly is a large sculpture made of acrylic sheet (plexiglass) with adhesive vinyl to make the color and design. It is hinged in the center, and hung from balance points on the wings to allow a gentle flapping motion in a breeze. It would be hung at the upper level from the eave with weatherproof hardware, well out of reach of vandals. I made a sample of this sculpture and it works well. Each wing is about 16 x 20 inches.

### **Materials and Technique**

The mural will be painted on MDO board. This product has a smooth surface and a durable plywood body, designed for outdoor use and to last for years. All edges will be protected with penetrating epoxy, to seal against any moisture intrusion. Where seams are necessary on the outdoor mural, I would bevel the seam edge at 45 degrees so there is an overlap that minimizes the visibility of the seam.

The paintings would be made with Nova Color mural paint, and sealed with MuralGuard anti-graffiti urethane. Each mural would have a painted frame about 2 inches wide. The outer edges will be bevelled to soften the transition between the wall and the art. The panels would be screwed to the wall behind, with the screws in the frame area. The screws will be countersunk and filled to hide the holes. Matching paint will make the screw holes invisible. This will be a permanent installation, yet could be removed if necessary in the future.

The panels would be painted at my studio, and would take about three weeks to complete and install.



Completed Public Art - all are acrylic point



Just completed utility box on Green Valley and Paulsen Roads 2023



Concrete Bench, Grant Park SC 2019 \$2,000



Watsonville Plaza Restroom 2022 \$15,000



Watsonville Behavioral Health Center 2019 \$22,000



Monterey Bay Aquarium - Soaring With Seabirds \$18,000



Marine Sanctuary Center, Main Wharf Santa Cruz \$13,000

## **Resume**

A Santa Cruz resident since 1983, Bruce has been a full-time artist and easel painter for many years. He has been active making public art locally for the last 15 years, completing 20 utility street boxes in Santa Cruz, Watsonville and Gilroy, as well as numerous indoor and outdoor wall murals.

## **Public Art Experience**

**Watsonville Plaza public restroom mural - 2022**

**Watsonville Behavioral Health Center - Butterfly seascape mural— 2020**

## **Monterey Bay Aquarium - 2017 - 2018**

Soaring with Seabirds background mural, a blue sky gradient with ocean green waves. Reference: Koen Liem [kliem@mbayaq.org](mailto:kliem@mbayaq.org)

Viva Baja! Background mural, a sunset gradient with boulders with cacti. Reference: Koen Liem [kliem@mbayaq.org](mailto:kliem@mbayaq.org)

## **Outdoor Reading Bench- Grant Park Santa Cruz- 2016**

A painted concrete bench commissioned by Bookshop Santa Cruz, with anti-graffiti coating. Reference: Casey Coonerty-Protti [casey@bookshopsanta-cruz.com](mailto:casey@bookshopsanta-cruz.com)

## **Indoor Mural at Monterey Bay Exploration Center — 2015**

A 30 foot wall in the stairway is painted with a sea blue gradient and local sea creatures. Reference: Lisa Uttal [lisa.uttal@noaa.gov](mailto:lisa.uttal@noaa.gov)

## **Utility box murals — 2010-2015**

8 signal boxes in Capitola depicting sea life in our bay. Reference: Kelly Barreto [kbarreto@ci.capitola.ca.us](mailto:kbarreto@ci.capitola.ca.us)

3 signal boxes in Soquel, 2 in Santa Cruz, 2 in Watsonville. Reference: Crystal Birns [cbirns@cityofsantacruz.com](mailto:cbirns@cityofsantacruz.com), Kathy DeWild [prc039@park.co.santa-cruz.ca.us](mailto:prc039@park.co.santa-cruz.ca.us)

6 signal boxes in Gilroy. Reference: Rachel Munoz [rachel.munoz@ci.gilroy.ca.us](mailto:rachel.munoz@ci.gilroy.ca.us)

Original (1998)

## 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.

## 6.0 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.

## 6.0 DEFINITIONS (See Appendix I)

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.

## 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 soundwalls, 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.

"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.

- a) Reproductions, by mechanical or other means, of original works of art, except in the cases of film, video, photography, printmaking or other media arts.
- b) 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.
- c) 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.
- d) Services or utilities necessary to operate and maintain an artwork over time.
- t) 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.

Proposed (2024)

## 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 VISION and MISSION

The vision of the Public Art and Design Program is to enhance the public environments ~~for the citizens~~ of Santa Cruz County by fostering collaborations between artists and a diverse array of collaborator entities and agencies. Its mission is to promote civic pride, equity and inclusion for all, and a sense of place, while spurring economic vitality for government and its citizens.

## 3.0 DEFINITIONS (not seeking to change above, but add definitions in the document; not as an APPENDIX?)

**Public art:** a reflection of how we see the world; it is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals community values, enhances our environment, transforms a landscape, heightens our awareness, or questions our assumptions. It may be tangible or intangible (*permanent or ephemeral?*), conventional or unconventional. Situated in public sites, this art is there for everyone, a form of collective community expression that can define "place." *Not all art will appeal to all people.* Every public art project is an interactive process between multiple, diverse entities and agencies intended to enhance, rather than limit, the artist's involvement and the viewer's response.<sup>1</sup>

Public Art Project: Needs to be defined (what, who, where, scope etc) or is dependent on Percent for the Arts funding continuing without fail

## 6.0 ARTWORKS (proposed edits in *italics* or ~~strikethroughs~~)

### 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 *unique and* 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 *durable* materials *suitable to the site*.
- b) Murals or portable paintings: in any material or variety of materials,

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<sup>1</sup> Association for Public Art; <https://www.associationforpublicart.org/what-is-public-art/>; accessed March 25, 2024.

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, *including digital and new media*.
- d) Furnishings or fixtures, including but not limited to gates, railings, streetlights, signs, seating, if artist-created.
- 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, *performances* or installations, if such artworks serve the purpose of providing community and educational outreach purposes.
- g) The incremental costs of infrastructure elements, such as soundwalls, utility structures, roadway elements and other items if designed by an artist or design team that included an artist as a co-designer.