



# County of Santa Cruz

## PARKS, OPEN SPACE & CULTURAL SERVICES

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JOE SCHULTZ, DIRECTOR

### ARTS COMMISSION MINUTES

Monday, January 24, 2009

9:00 a.m.

Retreat/Meeting

Simpkins Family Swim Center

979 17<sup>th</sup> Avenue, Live Oak Community Room

Santa Cruz, CA 95062

#### I. CALL TO ORDER / ROLL CALL

The meeting was called to order at 9:15 a.m.

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

Present: Bruce Arnold, Shirlee Byrd, Cynthia Kilian, James Nee, Joanna Phillips, Melinda Rambo, Judy Stabile, Bobbi Todaro, Dana Werdmuller, Matthew Henry (Commission applicant)

Staff: Joe Schultz, Christine Bennett, Kathy DeWild, Clark Beattie

#### II. AGENDA MODIFICATIONS OR APPROVAL

The agenda was accepted as written (Rambo/Phillips 9/0).

#### III. CONSENT AGENDA

The information and reports were accepted and filed (Phillips/Stabile 9/0) and the minutes of November 3, 2008 were approved as written (Stabile/Phillips 9/0).

#### IV. ORAL COMMUNICATIONS

None

#### V. DIRECTOR'S REPORT

Director Schultz informed Commissioners that they were give the Form 700 packet today and it is important that they complete the information and submit. An e-mail was sent out regarding a Commissioners workshop from CPRS on February 7<sup>th</sup> in Cupertino. The County cannot pay, but Commissioners should consider carpooling amongst themselves. The CAO's letter and detail regarding the budget was sent out yesterday and shows a \$25 million deficit, cutbacks in all departments, and anticipation that next fiscal year will be even worse.

#### VI. AGENDA

##### A. Information Items

##### 1. Alternate Funding resources for art maintenance

Commissioner Stabile continues to look into grant options. She asked Director Schultz to find out if we can work with the Cultural Council and obtain a portion

(\$5,000 approximate) of the money we give them. Perhaps Kathy can ask James Aschbacher for a quote to repair his art at Hestwood or to donate his time/materials?

Clark stated that SHARP is a 5013c, so they may be able to receive the funds in an account for the Commission to use for arts maintenance. Commissioner Arnold suggested that each Commissioner donate \$10 to SHARP to establish the fund.

Sub Committee to be Commissioners Nee, Byrd, Phillips and Stabile. They will plan on attending the next SHARP Board meeting.

**2. Forming a sub-committee for 2% for the arts in Planning fees for building projects other than public building projects**

Commissioner Phillips feels that now is the time to propose something because the amount of non-public building is probably lower right now. She will gather information on how Santa Clara and San Jose do it.

Commissioner Werdmuller wishes to participate on a sub-committee and has great resources to share.

Sub-Committee to be Commissioners Werdmuller, Phillips and Kilian

**3. Recognition for incorporating public art in private projects**

Commissioner Arnold questioned the group with what type of recognition was desired: plaque, certificate, etc.?

Commissioner Byrd expressed concern for the interpretation of "What is art?" for this project and feels that establishing that criteria would be a good place to begin. She stated that there is enough to focus on and to accomplish or that other awards can cover this, so she would prefer not to focus here.

Commissioner Rambo suggested that perhaps the Art Attack Award can be modified to fit this purpose and Commissioner Werdmuller will review the information and report back at the next meeting.

There was discussion about providing property owners with signs, perhaps keeping a list on Parks' web page, or having a yearly list "to visit" like the open studios. Commissioner Kilian feels that it would show appreciation and raise community awareness. Commissioner Arnold stated that there is interest, excitement and passion from the majority, so it is worth revisiting at the next meeting. Commissioners will bring or e-mail photos of any items they feel should be shared. The nominees can be county-wide.

**4. Securing art donations from former Artists of the Year**

The Commission discussed obtaining donated item from all previous Artists of the Year for the County's collection and archives of the award and what would be obtained from performance artists.

Commissioner Stabile asked if the \$2,000 stipend be converted to a purchase price, but it was confirmed by Kathy DeWild that those funds are used to pay for the profile performance to meet the "service performance" requirements of the Auditor-Controller.

Kathy Dewild suggested holding a reception or display when we have nominated the 20<sup>th</sup> Artist of the Year and using that as a means to open the communication for obtaining donations.

Commissioner Stabile would like a list of who the artists are, what we have already, and any contact information. Commissioner Phillips requested a timeline as well. Both items will be provided by Kathy DeWild at the next meeting.

#### **5. Format for Cultural Council presentation**

Commissioner Todaro stated that Alberto will be coming to the March Commission meeting and give a presentation on the new Strategic Plan and discuss the budget situation. He is looking for the Commission's support at the Board Meeting(s) regarding the funding given to the Cultural Council each year.

Director Schultz stated that all groups the county gives money to have been notified that there will be approximately 20% cuts this year, so it would be good for Commissioners to contact their Supervisor and express concerns and reinforce the importance of the Council, etc.

#### **6. Design contest for utility/power boxes (Jim Nee)**

Commissioner Nee would like to see high school students or other young people paint art on the utility/power boxes around the county. Ideally we would like to see time and supplies donated or paid for by the artist.

Commissioner Werdmuller stated that the City of Santa Cruz offers a stipend of about \$200 to the artist.

Commissioner Rambo stated that we need to find out permissions, cost estimates, etc. and present the information to the Commission for consideration.

Sub-Committee to be Commissioners Nee and Werdmuller.

#### **7. Eloise Pickard Smith Award**

Commissioner Arnold stated that the award was last given in 2006, and would like to see the Commission revisit the topic to see if there are people who could be nominated.

Kathy DeWild will send information and criteria for the award to all Commissioners and it will be discussed as an "Action Item" for the March agenda.

### **B. Action Items**

#### **1. Additional art for ASA by Marvin Plummer**

Kathy DeWild distributed samples of the piece that Marvin Plummer created to hang over the entryway of the new Animal Services Building. Commissioner Kilian made a motion to approve; Commissioner Phillips seconded the motion (9/0).

**VII. AGENDA FOR NEXT MEETING:**

**Monday, March 2, 2009 4:30 p.m.  
Simpkins Family Swim Center, 2<sup>nd</sup> Floor**

**A. Informational Items**

1. Presentation by Alberto Rafols from the Cultural Council

**B. Action Items**

1. Alternative funding resources for maintenance
2. 2% for arts incorporated in Planning fees for non-public building projects
3. Recognition for incorporating public art in private projects
4. Securing art donations from former Artists of the Year
5. Design contest for utility/power boxes
6. Eloise Pickard Smith Award

**VIII. ADJOURNMENT** – Meeting was adjourned at 1:00 p.m. (Rambo/Nee 9/0).