



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

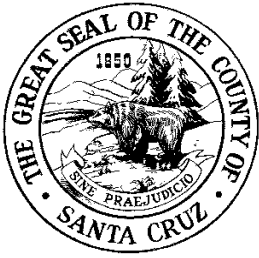
JEFF GAFFNEY
DIRECTOR

ARTS COMMISSION – AGENDA

Monday, March 3, 2025
4:30 p.m.
Regular Meeting

Simpkins Family Swim Center Community Room
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 January 27, 2025Pages 2-3
- V. **STAFF REPORTS**
- VI. **REGULAR AGENDA**
 - A. **Information/Discussion Items**
 - 1. Report from Ad Hoc Subcommittee on Chamber award for the arts
 - 2. % for Arts in Private Development
 - B. **Action Items**
 - 1. Live Oak Exhibits Program – draft program and proceduresPages 4-5
 - 2. Arts Advisory Panel recommendation - accept Gail Rich Photos into County Art CollectionPages 6-12
 - 3. Form Legacy Award Ad Hoc Subcommittee to develop draft criteria
 - 4. Appoint commissioners to serve on various Ripple Effect Festival committeesPages 13-14
- VII. **AGENDA / MEETING FOR: May 5, 2025 – 4:30 PM**
- VIII. **ADJOURNMENT**



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ARTS COMMISSION MINUTES

January 27, 2025, 4:30 p.m. – 979 17th Ave., Santa Cruz

I. Called to order at 3:11 p.m. Present: Niven, Phillips, Stabile, Miranda, Leclerc, Singer, Rogers
Absent/Excused: Kroslowitz Vacant seats:2
Staff: Sarah Shea, Kathy DeWild

II. Approved Agenda with Modifications - Motion/Second: Stabile/Singer
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 1

III. Oral Communications – None

VI. Approved Consent Agenda - Motion/Second: Stabile/Phillips
AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 1

V. Staff reports

Parks is working on a communication and marketing plan for the Department. Work is in process on the Pace Trails, which will connect with the Quail Hollow Ranch trail system. Several new exercise programs for youth and adults will start up this spring. Field renovations are in process at Brommer County Park. The call to artists for the Juvenile Hall public art project went out, with proposals due on Feb 21. The Floral Park public art proposal goes before the Board of Supervisors for their consideration tomorrow. If approved, Justin Francavilla can begin work on the project. A call for nominations for the 2025 Spotlight Award has gone out, with nomination letters due by March 3.

VI. Regular Agenda

A. Information and Discussion Items

1. Legacy Award – criteria
2. % for Arts in Private Development.

B. Action Items Items

1. Voted to approve and to recommend to the Board of Supervisors the selection panel's choice of public artist for Hidden Beach Park.

Motion/Second: Miranda/Stabile

AYES: 7
NOES: 0
ABSTAIN: 0
ABSENT: 1

2. Voted to approve formation of subcommittee regarding an arts category for the annual chamber awards

Motion/Second: Rogers/Phillips

AYES: 6

NOES: 1

ABSTAIN: 0

ABSENT: 1

3. Appoint Commissioner to serve on the Juvenile Hall public art panel: Phillips joins Niven on the panel

Motion/Second: Stabile/Singer

AYES: 7

NOES: 0

ABSTAIN: 0

ABSENT: 1

4. Appoint Commissioner to serve as Vice Chair; Phillips

Motion/Second: Stabile/Rogers

AYES: 7

NOES: 0

ABSTAIN: 0

ABSENT: 1

VII. Next meeting date: March 3, 2025 – 4:30-6:00 PM. Agenda items may include:

- Cultural Tourism
- Ripple Effect Festival – appoint commissioners to serve on various committees
- % for Arts in Private Development
- Legacy Award – criteria
- July meeting moves from the 7th to the 21st

VIII. Adjournment – 5:59 PM

Motion/Second: Stabile/Miranda

AYES: 7

NOES: 0

ABSTAIN: 0

ABSENT: 1

Live Oak Exhibits Program – Procedures

Participating facilities:

Simpkins Family Swim Center: all public wall space that this is managed by the County Parks Department.

Sheriff's Center, 1st District Supervisors' Office (TBD)

Definitions and understandings:

"Live Oak" is the area served by the Live Oak School District.

"Appropriate imagery" does not contain religious or political subjects, nudity, drug use, or violence are not acceptable.

"Professionally framed" is artwork that is professionally presented and ready to hang from tracking hooks, not exceeding the weight or size limitations provided to artist.

"Live Oak centered work" is Live Oak subject matter including history, locations, people, flora and fauna, etc. and artist/exhibitor residence in Live oak.

Artists/exhibitors, non-student work, are responsible for hanging and taking down their own work.

Procedures:

A) Student work

Determine which wall will be reserved for rotating exhibitions of LOSD student work. Parks Arts Program staff (Parks) will coordinate with schools/art teachers regarding time slots, number of pieces, display requirements, installation assistance from teachers/students/volunteers, returning work to students, signage, etc.

B) For all other walls, Parks Staff will:

- Establish a simple application process, similar to current Government Center Application
- Work with community organizations and arts groups to get the word out to the Live Oak area about exhibition opportunities. Include in Call to Artists potential preferred subject matter and note the Live Oak residents have priority

- Form a panel each year during November that meets in early December annually to review artists' application images and rate each. The panel would include Arts Commissioners (2), local artists (2), community members (2), Parks Arts Program staff (1) – seven total members.
- Compile scores to determine which artists will have the option to show their work.
 - Note: Applications that are *Live Oak Centered* would be prioritized for show slots, but the work to be exhibited must be *appropriate* for the facility and *professionally framed*. Only if there are not enough Live Oak artists to fill the available time slots would artists who have been vetted by the Gov. Ctr. Exhibits Panel be contacted by Parks about showing their work.
- Contact artists/exhibitors with time slot available – confirm participation.
- Ensure required forms and other information are completed and filed, such as artist contract, exhibit insurance information and exhibit cards, bio and images for promotional purposes.
- Coordinate installation and deinstall dates.

Gail Rich Awards Photo Collection Donation

Background - When someone proposes to donate artwork to the County, the Arts Advisory Panel (AAP) meets to review the proposed donation on the basis of aesthetic quality, relationship of the artist or artwork to the County of Santa Cruz, historical art context, condition of the art work, maintenance requirements and appropriateness for public display. The AAP is comprised of an appointed Arts Commissioner, the Parks Dept. arts programs staff, and three artists and/or arts professionals (e.g. museum or gallery curator). The AAP reviews the materials and makes a recommendation to the County Arts Commission to accept or reject the donation.

Recommendation: The AAP recommends that the Arts Commission accept this donation into the County Art Collection. It consists of a digital collection of 150 photos, as well as prints of each photo. See attached list for all awardees and year of award.

About Gail Rich - She was an inspiration to our community. In addition to being active in a number of local arts organizations – and a proud supporter of many others – she spent several years as a member and chairperson of the Arts Council Associates and served on the Arts Council Board of Directors. The broader community knew her as a Sentinel arts correspondent and a classical music programmer on KUSP. Gail died unexpectedly on October 5, 1996 at the age of 45.

Gail Rich Awards Program - Named after the late Gail Rich who embodied the spirit of appreciation for the arts, the Gail Rich Awards were a way of singling out the faces that enhance our community with their commitment, talent and vision. This annual awards event celebrated the spirit of the arts in Santa Cruz by recognizing those who inspire our diverse and culturally-rich community. Awardees were nominated by community members and chosen by Wallace Baine, then Entertainment Editor for the Santa Cruz Sentinel, and photographed by Sentinel photographer Shmuel Thaler. The awards were presented at “The Gailies” – an annual free event produced by the Arts Council Associates.

Photographer Bio: Shmuel Thaler has been a staff photographer at the Santa Cruz Sentinel since 1987. He has won numerous awards, including having his photography named the best photojournalism in the state of California in 2022 by the California Newspaper Publishers Association. He was named the 2016 Santa Cruz County Artist of the year and his photographs have appeared in every major newspaper in the United States. He spent much of 2020 documenting Black Lives Matter actions, the CZU August Lightning Complex fires and the pandemic for the Sentinel. His photograph of Santa Cruz Police Chief Andy Mills and Mayor Justin Cummings taking a knee at a BLM action organized by Joy Flynn in the aftermath of the George Floyd murder went viral and aired on every major TV network. The image was shared by Octavia Spencer, Katie Couric and George

Conway and thousands of others, was seen by millions and was included in the International Center of Photography's #ICPConcerned exhibit. Shmuel received his BFA from the film school at New York University's Tisch School of the Arts and his photographs illustrate numerous books including his collaboration with the late Santa Cruz author George Levenson on 'Bread Comes to Life' and the classic 'Pumpkin Circle', which has more than 120,000 copies in print and is held by most library systems in the country. He lives in Santa Cruz with his wife Kathy Cytron in the home where they raised their two daughters Kayla and Hannah.

Gail Rich Awardees – 1997-2018

Year	Artist Name	Category
1997	Guillermo Aranda	Muralist
1997	Rick Walker	percussionist
1997	Ernest T. "Bud" Krestchmer	arts patron
1997	Phil Collins	Composer
1997	Tracye Lea Lawson	Artis Advocate
1997	Joe Ferrara	Merchant/Musician
1997	Holt Murray	Sculptor/Teacher
1997	Sara Wilbourne	Dancer
1997	Laura Ellen Hopper	Disc Jockey
1997	The Troxell Family	Actors
1997	Bob Lowerey	Bluesman
1997	Eric Schoeck	Litterateur
1998	Nikki Silva & Charles Prentiss	Curators
1998	Kate Hawley	Artist/dramatist
1998	Bruce Lee	performance artist
1998	Mary McCaslin	Singer/Songwriter
1998	Laurie R. King	Author
1998	Sean Seman	Director of Young at Heart
1998	Thom Zajac	Publisher
1998	John Orlando	Musician
1999	William Coulter	Guitarist
1999	Manuel Santana	Painter/Sculptor
1999	George & Gail Ow	Philanthropists
1999	Maestro Salvatore D'Aura	Opera Director
1999	Linda Arnold	Singer/Songwriter
1999	Ann Morhauser	Glass Artists/designer
1999	Wilma Marcus Chandler	theater director
1999	Claudia Villela	Singer
2000	Larry Hosford	Singer/Songwriter

2000	Patrice Vecchione	poet
2000	Vern & Carol Bowie	Artists
2000	Bill Welch & Phil Lewis	Moe's Alley/SC Blues Festival
2000	Monica Parker	Singer
2000	Ralph Peduto	Actor/Producer
2000	Kathleen Bartlett Abood	Artist
2000	Josh Gitomer	Choir Director
2001	Sister Barbara Long	Music Director
2001	Smith, Gail, Smith Jr. & Sasha Dobson	jazz musicians
2001	Jim Phillips	Commercial artist
2001	John Sandidge	concert promoter/radio personality
2001	Ikuyo Conant	Watsonville Taiko Artist/director
2001	R. R. Jones	Photographer
2001	Richard Hoover	Guitar Maker
2001	Suzanne St. John	Videographer/singer
2002	Jim Urban	artist/designer/sign painter
2002	Helen Halynes-Stakem	dancer/teacher
2002	Susie Bright	Writer/provocateur
2002	Marry Ann & Alber Kent, Tom Miller	Henflings
2002	Geoffrey Dunn	Writer Historian
2002	Dror Sinai	Businessman/Rhythmatist
2002	Suzanne Schrag	Actor Comic
2003	Janet Johns & Esperanza del Valle	Folklorico dance troupe
2003	B. Modern	Costume Designer
2003	Lile Cruse	Band leader/impresario
2003	Michael Eckerman	Stone Artist
2003	Tim Jackson	Jazz Icon
2003	Billie Harris	Actress/Story teller
2003	Rock Lerum	Physical Comedian
2004	Nancy LeVan	Singer/Songwriter
2004	Roger Heitzman	woodworker/designer
2004	Eleazar Cortez	mariachi musician

2004	Art & Revolution Political Theater Collective	
2004	Arthur Hull	percussionist
2004	Laurence Bedford	Rio Theater Owner
2004	Gerry Mandel & William Rubel	Stone Soup Founders
2004	Ken Kraft	Guitarist
2005	Eric Thiermann	Filmmaker
2005	Um...Gee...Umm	Improv theater troupe
2005	Banana Slug String Band	Musicians/educators
2005	Patrick Trefz	Photographer
2005	Maya Barsacq	concert promoter/radio personality
2005	James Aschbacher & Lisa Aschbacher	Artist/Writer
2005	Janet Allinger	Visual Artist
2006	Neal Coonerty	Bookseller
2006	Carol Trengove	Gallery Director
2006	The Great Morgani	Accordionist
2006	Harmony Grits	Blue Grass
2006	Chip	Producer
2006	James D. Houston	Writer
2007	Tom Fredericks and Ellen Primack	Arts Administration
2007	Maria Crush	Costume Designer
2007	Daniella Woolf	Visual artist
2007	Morton Marcus	poet/film critic
2007	Jimmy Norris	drummer/bandleader
2007	Dan McCaslin	Musician philanthropist
2007	Jozseph Schultz	Chef
2007	Mayim	Vocal Group
2008	Jon Scoville, Tandy Beal	Composer, dancer choreographer
2008	Jeanne Wakatsuki Hourston	Author
2008	Tom Wolver	Sculptor
2008	Joseph Ribeiro	Actor
2008	Cheryl Anderson	Choral Director
2008	Velzoe Brown	jazz musicians

2008	Ellen Bass	Writer/Poet/Teacher
2008	Barry & Shelley Phillips	Muscians
2009	Susan Myer Silton	Pisces Moon Production
2009	Rowland & Pat Rebele	Philanthropists
2009	Andy Andrews & Peter Thomas	Santa Cruz Ukulele Club
2009	Mimi Snowden	Interior designer artists
2009	Jane Sullivan	Santa Cruz Film Festival
2009	Robert Kelley & Diane Cypeher	Santa Cruz Ballet Theater
2009	Dag Weiser	Artist
2009	Kirby Scudder	SC Institue of Contmeporary Art
2010	David Daun	Musician philanthropist
2010	Susan C. & Ray Brown	Musician/educator
2010	Kathleen Crocetti	Artist/Teacher
2010	Iman Lizarazu	performance artist
2010	Amber Coverdale Sumrall	Poet/teacher
2011	Rick McKee	Musician/luthier/producer
2011	Lori Rivera	Singer
2011	Bryn Loosley	Musician
2011	Bob Barbour	Photographer
2011	T.Mike Walker	Artist/Writer
2012	John Larry Granger	Conductor
2012	Elizabeth McKenzie	Writer
2012	Jim Greiner	Musician
2012	Steve Hosmer	Commercial artist
2012	Judy Stabile	Artist
2012	Rhan Wilson	Musician
2013	Tammi Brown	vocalist
2013	Pipa Piñon	vocalist
2013	Skip Epperson	Scenic Designer
2013	Jimbo Phillips	Graphic Artist
2013	Futzie Nutzle	Artists
2013	Linda Burman-Hall	Santa Cruz Baroque Festival

2014	Abra Allan	dancer, teaacher, dance presenter
2014	Clifford Henderson/Dixie Cox	Performers, teachers/writers
2014	Andy Zenczak	audio engineer, recording producer
2014	Tobin Keller	Visual artist, teacher, fashion designer
2014	Julie James	theater director
2014	Richard Stockton	Comedian/ Writer/host
2015	Johnny Simmons	KUSP radio personality
2015	Cat Willis	Tannery World Dance/Cultural Center
2015	Dale Ockerman	White Album Ensemble Music school
2015	Carolyn Hyatt	Philanthropists
2016	Jana Marcus	Photographer & Author
2016	Gayle & Joe Ortiz	Artists/Philanthopists
2016	Angelo Grova	Artist/Owner Michaelangelos
2016	Catherine Segurson	Editor & Art Director
2016	Neal Hellman	Music Producer/Musician
2017	IB Bayo	Fashion designer
2017	Paul Fleischman	Author
2017	Janet Fine	Photographer
2017	Steve Palazzo	Musician
2017	Cathy Warner	Theater teacher
2018	Mike Ryan	Actor
2018	Gina Garcia	Dancer
2018	Patti Maxine	Musician
2018	Michael Leeds	Musician
2018	Julia Chiapella	Writer

Ripple Effect – County-wide Arts Festival

Festival Vision

- **Ripple Effect: Santa Cruz County Arts and Culture Festival**
- **Dates: Thursday, April 16 - Saturday April 25 or Sunday April 26, 2026** (need to discuss finale / festival end date)
- **Goals:** Establish Santa Cruz as a renowned arts destination. Build partnerships and collaboration across venues. Pilot program focuses on local engagement, with plans to expand regionally and nationally in future years
- Opening with Dance Week's "Dancing in the Streets" event.
- Dates align with Arts, Culture, and Creativity Month in California and Santa Cruz
- For inspiration, see SF Arts Week: <https://sfartweek.com/special-events/>.

Meetings

- All group meetings are monthly – next meeting Thursday, March 27th, 10:30AM, M.K. Contemporary Art Gallery

Committees

1. **Festival Events Team** – Responsibilities include collaborating with organizations and venues to envision, plan, and develop a comprehensive schedule of events for the festival. Key discussions will address criteria for venue participation; brainstorming event ideas for youth, seniors, and other groups; bridging north and south counties; exploring the possibility of a VIP fundraiser/reception; considering a passport system to engage attendees; and explore potential collaborations between visual & performing arts. Think through creative transportation sources (special bus routes / shuttle service, etc). Currently 7 members

2. **Finale Event Team, Saturday, April 25** - responsibilities include envisioning, planning, organizing, and executing the finale celebration, including scheduling performances, managing logistics, coordinating with local artists and vendors. Currently 8 members

3. **Marketing / Public Relations / Graphic Design Team** - responsibilities include creating a marketing / advertising strategy and outreach, designing marketing materials, and ensuring consistent branding. Currently 8 members.

4. **Fundraising / Sponsorship / Grant writing Team** - responsibilities include securing financial support for the festival through sponsorships, grants, and donor outreach, as well as securing hotel and restaurant packages. Currently 6 members (including Commissioner Miranda)

5. **Finance Manager / Treasurer** - We are in conversation with the Arts Council about fiscal sponsorship. **We will need a lead who can manage the budget, track finances, and ensure responsible use of funds for the festival.**

6. **App Development Team** - researches, designs, and develops a user-friendly app to guide attendees, providing event schedules, venue information, and interactive features for the festival. Currently 3 members.

7. **Public Art Team** - coordinates the planning, placement, and execution of public art installations, collaborating with artists, venues, as well as the city and county of Santa Cruz. Currently 6 members.

8. **Volunteer Coordination Team**- as the festival planning evolves, responsibilities will include recruiting, organizing, managing and supporting volunteers. No members yet.