



AGENDA

Meeting of the
Scotts Valley Arts Commission
In-Person Meeting
Date: February 1, 2024
Time: 5:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
Recreation Division 361 Kings Village Rd Scotts Valley, CA 95066 (831) 428-3251	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	Agenda Posted on 1-26-24024 at City Hall, SV Senior Center, SV Public Works Building, and on the internet at: www.scottsvally.gov

COMMISSIONERS	CITY STAFF MEMBERS
Barbara Mendenhall, Chair Val Rebhahn, Vice Chair Lisa Simon, Commissioner VACANT, Commissioner VACANT, Commissioner	Allison Pfefferkorn, Recreation Division Manager Brian Youmans, Administrative Secretary III

MEETING NOTICE AND AGENDA PACKET MATERIALS
Notice regarding Arts Commission Meetings: The Arts Commission meets quarterly on the 1st Thursday of at 5:00 PM in the City Hall Council Chambers located at 1 Civic Center Drive, Scotts Valley, CA 95066. Agenda and Agenda Packet Materials: The Arts Commission agenda packet is published at least 72 hours in advance of the regular meeting and is available for review at the Recreation Division office at 361 Kings Village Road, Scotts Valley, CA. The agenda packet is also available for viewing on the City's website at www.scottsvally.gov. How to comment via in-person attendance: Please proceed to the public comment podium when the Chair opens the item for public comment.

Call to Order

Roll Call

Staff Updates

1. Staff Update - RDM Pfefferkorn

Public Comment Time

This portion of the agenda is reserved for discussion by the public of items which are NOT agendized. No action may be taken by the Commission except to refer the matter to staff and/or place it on a future agenda. It is in the best interest of the person speaking to the Commission to be concise and to the point. All speakers are requested to sign their name at the podium so their name may be accurately recorded in the minutes of the meeting. A time limit of three minutes per individual will be allowed. If speaking on behalf of a group, the speaking time limit will be 5 minutes.

Consent Agenda

(Any person wishing to speak on the consent agenda may do so by raising their hand as the item is called out by the chairperson.)

1. 04-06-23 Arts Commission Minutes
2. Approval of the 2024 Commission Meeting Calendar

Additions/Deletions to Regular Agenda

(Any person wishing to speak on the consent or regular agenda may do so by raising their hand as the item is called out by the chairperson.)

Regular Agenda

1. Election of Officers
2. Siltanen Mural Project
3. Consideration of hosting a 2024 Poetry Contest

Adjournment

ADA NOTICE

The City of Scotts Valley does not discriminate against persons with disabilities. The City Council Chambers is an accessible facility. If you wish to attend a City Council meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the City Clerk's office at (831) 440-5600 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a City Council meeting be available in an alternative format consistent with a specific disability, please call the City Clerk's Office. The California State Relay Service (TTY/VCO/HCO to Voice: English 1-800-735-2929, Spanish 1-800-855-3000; or, Voice to TTY/VCO/HCO: English 1-800-735-2922, Spanish 1-800-855-3000), provides Telecommunications

Devices for the Deaf and Disabled and will provide a link between the TDD caller and users of telephone equipment.

Arts Commission

Recreation Division Manager Allison Pfefferkorn Staff Updates

February 1st, 2024

- In August of 2023, Allison Pfefferkorn assumed the role of Recreation Division Manager. Allison, who had previously served as the Recreation Coordinator and has now been with the City for a year, brings extensive experience working for local non-profits in the recreation and organized camping industry.
- The Recreation Division is now fully staffed. Brian Youmans is our Administrative Assistant and Jennifer Dunbar is our Recreation Coordinator.
- These last six months, we have had three commissioner spots become vacant. One of the three has been filled by Lisa Simon. We are actively looking to fill the other two vacancies.
- We are excited to be offering classes again through the Recreation Division. We offered several classes this summer and fall.

Past Events and Classes:

- Judy Patterson offered several art classes this summer at our community center that were well received.
- Paint night with local artist- Yeshe Jackson was a sold-out event that happened in November.
- Crafts and Coco had 140 participants attend! It was a great night seeing families together enjoying crafts and each other.

Upcoming Classes:

- An Exploring Watercolors: Basics for Beginners class is being held at the Community Center on Wednesdays, January 1 – Feb 21 from 10:30 am-12 pm. This class is being taught by local artist Heidi Woodmansee. Registration information can be found on our website.
- Musical Me continues to host family music classes at Skypark on Mondays 9:15 am-10:15 pm. Registration information can be found on our website.
- A Galetines Dance class is being offered to learn fun Hip Hop dance with friends. Saturday Feb 11 from 6:30 pm- 8:00 pm at the Community Center. Registration information can be found on our website.



DRAFT Minutes
City of Scotts Valley
ARTS COMMISSION SPECIAL MEETING
DATE: April 6, 2023

CITY OF SCOTTS VALLEY Recreation Division 361 Kings Village Road Scotts Valley, Ca 95060	MEETING LOCATION Scotts Valley City Council Chambers 1 Civic Center Dr Scotts Valley, CA 95066	POSTING: Parks & Recreation Office and www.scottsvally.org
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Any documents produced by the City and distributed to a majority of the Commission regarding any item on this agenda will be made available on the City's website at the following link: <https://www.scottsvally.org/AgendaCenter/ArtsCommission>

Call to order: 5:05

Roll Call:

Present: Commissioners Jestrabek-Hart , Mendenhall, Shada, Rathe and Rebhahn.
Commissioner Shada arrived after roll call.

Arts Commissioners

Barbara Mendenhall, Chair
Val Rebhahn, Vice-Chair
Jeanne Shada, Commissioner
Katharine Rathe, Commissioner
Jestrabek-Hart, Commissioner

City Staff Members

Ali Robinson, Recreation Division Manager
Chris Lamm, Public Works Director

Additions/Deletions to Regular Agenda: None.

Public Comment Time: None

Consent Agenda

Approval of minutes of March 2, 2023 regular meeting.

M/S: Rebhahn/Shada

Carried 3/0

Abstain Rathe, Jestrabek-Hart

Regular Agenda

1. Introduction of new Art Commissioners

The Arts Commission welcomed new members Bernie Jestrabek -Hart and Katharine Rathe.

2. Siltanen Pool Building Mural & Mural Policy Creation intro

RDM Robinson presented to the Commission what a mural policy could look like for Scotts Valley modeled after other cities.

Chair Mendenhall opened public comment.

Jack Dilles spoke in support and encouragement of more public art, theater and cultural elements in Scotts Valley.

Chair Mendenhall closed public comment.

Commissioners discussed development of a formal mural policy versus an overall public art policy.

M/S: Mendenhall/Shada

Motion to begin a Mural Policy creation process in 2023 and direct staff to return this summer with a draft policy, appropriate for the scale and scope of Scotts Valley, for the Arts Commission to develop.

Motion to approve a new mural installation at the newly reopened Siltanen Pool at the playground maintenance shed as recommended by Public Works staff.

Carried 5/0

Commissioner Shada, a founding member of the Arts Commission, supports a policy that encompasses both public and private property. She expressed the need for new construction to be required to include or pay a portion into an art fund. Shada stated historically the Commission has been told this is not an option.

Chair Mendenhall asked staff how a donation program or how could a fee be added to the new housing building process.

RDM Robinson explained that the City of Scotts Valley does not currently have a program. Other cities have programs such as Percent for Art or in-lieu building fees for public art.

J. Dilles explained the Planning housing approval process and how an art element might be included.

Chair Mendenhall asked staff if a new policy would apply to existing murals.

RDM Robinson stated the newly developed mural policy would apply to new murals only. Existing murals will be assessed once the Public Art Inventory is complete. The current murals can be examined for their condition and life expectancy as part of that process.

Chair Mendenhall asked J. Dilles about future housing and what the process would be to present a requirement for public art in new housing developments.

J. Dilles recommended the first step would be a joint presentation to City Council with the Planning Commission and Arts Commission.

Chair Mendenhall noted to staff that she would like to start the process of connecting with the Planning Commission for a joint ad hoc to explore an art requirement for new housing developments.

3. 2023 Poetry Contest Update –

Commissioner Shada proposed to the Commission to cancel the 2023 Poetry Contest and resume in

2024 given the unforeseen extraordinary winter and the recent resignation of Commission Melehan who has led the contest in years past.

Commissioners agreed to postpone and noted to start early next year for planning. The reading gala should be reserved for an April date, not May as it is too close to the end of the school year.

M/S: Mendenhall/Rebhahn

Motion to reschedule the Poetry Contest from 2023 to 2024.

Carried 5/0

Chair Mendenhall directed staff to notify the current year submissions and to cancel the date with the theater.

4. Announcements and Updates

RDM Robinson expressed that the two April Recreation workshops at the Performing Arts and Cultural Center were receiving low attendance.

Commissioner Rathe expressed her interest in providing social media content support for any cultural events.

Adjournment:

M/S: Mendenhall/Rebhahn

Motion to adjourn the meeting at 5:55 pm.

Carried 5/0

City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 2/1/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Approval of the 2024 Commission Meeting Calendar**

SUMMARY OF ISSUE

The Arts Commission Bylaws Article III Section 1 Paragraph B states:

Regular Meetings: Regular meetings of the commission shall be held quarterly per an annual calendar, established during the first meeting of the calendar year, and shall begin at 5:00 PM at the Scotts Valley City Hall Council Chambers, or such other place as may be specified at the previous regular meeting.

Therefore, the proposed meeting schedule for 2024 is below:

February 1st

May 2nd

August 1st

November 7th

FISCAL IMPACT

None

STAFF RECOMMENDATION

Approve proposed meeting calendar for 2024.

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None

City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 2/1/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Coordinator
APPROVED: Mali LaGoe, City Manager
SUBJECT: Election of Officers

SUMMARY OF ISSUE

In accordance with the Art Commission Bylaws ARTICLE II. Section 1: A Chairperson and Vice-Chairperson will be elected among its members.

ARTICLE II. Section 1: SELECTION OF OFFICERS: At the first meeting of each calendar year, a Chairperson and Vice-Chairperson shall be selected by the Commission from among its members.

The roles of the Chairperson and Vice-Chairperson are:

A) **CHAIRPERSON:** The Chairperson shall be selected by a majority vote of the members. The Chairperson shall preside at all meetings and may call special meetings. He/she shall decide on all points of order and procedure during the meeting and the decision shall be final unless overruled by a majority vote of the Commission. The Chairperson shall represent the Commission before the Council whenever the Chairperson, the Commission or the Council considers it necessary.

B) **VICE-CHAIRPERSON:** A Vice Chairperson shall be selected by a majority vote of the members. He/she shall assume all duties of the Chairperson in the absence or the disability of the Chairperson.

FISCAL IMPACT

None

STAFF RECOMMENDATION

Take nominations and select the Chairperson and Vice-Chairperson for 2024.

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City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 2/1/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Siltanen Mural Project**

SUMMARY OF ISSUE

The Siltanen Mural, located along the retaining wall that faces the softball fields, was commissioned by the Scotts Valley Girls Softball League in 2018. The mural depicts fans sitting and standing on bleachers. In the fall, a resident approached me and shared their observations, which I had also noticed, regarding the demographics of the fans depicted in the mural. They pointed out that the mural didn't accurately represent the diversity of the Scotts Valley community. I saw this as a great opportunity to update the mural and engage the community in an inclusive art project. An update to the Siltanen 'Fan Mural' will not only refresh it from the wear and tear from the elements but also transform it into an accurate representation of the Scotts Valley Community.

Inclusion

This opportunity would allow the community to come together through a collaborative project uniting multi-generations and varying artistic skills to create impacting art. This could be accomplished through a mural done in a 'Paint By Number' method. This method would assign a specific number to an area on the mural. Each number would be associated with a different painting skill level. This inclusive approach allows everyone to participate, regardless of their skill or availability.

Process

An open 'casting call' will be held to capture photographs of Scotts Valley residents. These photos would then be used by the artist to create a design featuring 'Fans' whose faces/bodies are inspired by the residents of Scotts Valley.

Artist

A call for local artists could be made to utilize this method. RDM Pfefferkorn is aware of one artist who was born and raised in the San Lorenzo Valley who has facilitated several of these types of 'paint by number' mural projects.

Interested artists will be invited to submit their proposals to the Recreation Division. Staff will bring an update and a recommendation to the Arts Commission at the next meeting for final selection.

Event

A volunteer 'Siltanen Community Mural Project' Event would be created for residents to register online to participate and complete the volunteer waiver. The community event would take place over several weekends and culminate with a ribbon-cutting ceremony at the completion of the mural.

FISCAL IMPACT

The cost of the mural project is anticipated to be covered by financial and material donations. Local middle school families have expressed interest in fundraising to pay for the artist and are excited about an opportunity to contribute to the community. Donations of supplies and materials will be sought from local businesses, or covered through financial donations. Staff will report more details at the next Arts Commission meeting regarding costs and fundraising.

STAFF RECOMMENDATION

Staff request feedback on the proposed project, artist selection, and proposed process for updating the Siltanen Mural.

The Commission may choose to identify 1 or 2 commissioners to assist with fundraising and material donations for the project.

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City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 2/1/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Consideration of hosting a 2024 Poetry Contest**

SUMMARY OF ISSUE

The Scotts Valley Arts Commission has hosted a community wide Poetry Contest dating back to 2001. The contest called for poetry submissions, judged by set criteria, and winners were awarded a stipend plus a chance to read their poem in front of the City Council. Due to the pandemic and the staff layoff of the Recreation Division, the last Poetry Contest was held in 2019.

Due to the lapse of time since the last contest, Staff have been evaluating hosting the Poetry Contest in 2024. Staff has identified 3 options for 2024:

1. Hosting the Poetry Contest as it was in 2019:
Call for submissions from schools and the community.
Winners present their poem at a Rec-hosted event and before council.
Publishing a book of the winning submissions
2. Modernizing and updating the contest into an Art and Poetry showcase event.
Call for Poetry and Art submissions from schools and the community.
Art and Poetry submissions will be displayed at the community center in an art show format.
Poetry would be judged prior to the event. The top 3 winners in each category would read their poems at the event.
The event would have a coffeehouse/art show feel.
Attendees would vote on a ballot for the top 3 art and poems in each category.
Winners would receive recognition, a placing ribbon, and a donated prize.
3. Not host the Poetry Contest
Due to the lapse since the last contest, this would be an opportune time to decide whether continuing the contest still adds value to the community.

FISCAL IMPACT

The fiscal impact of hosting a poetry contest is unknown at this time.

STAFF RECOMMENDATION

Staff recommend the Commission receive the staff presentation, discuss the options presented, or present alternate ideas for consideration.

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None