



AGENDA

Meeting of the
Scotts Valley Arts Commission
In-Person Meeting
Date: November 7, 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 11-01-24 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 Cynthia Gorski, Commissioner Kacey Lewis, Commissioner Lisa Simon, Commissioner		Allison Pfefferkorn, Recreation Division Manager Brian Youmans, Administrative Secretary
MEETING NOTICE AND AGENDA PACKET MATERIALS		
Notice regarding Arts Commission Meetings: The Arts Commission meets regularly on the 1st Thursday of each month 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 .		

Call to Order

Roll Call

Staff Updates

1. Staff Update

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. 05-02-24 Arts Commission Minutes

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. 2025 Poetry and Art Contest
2. Chalk Art Event

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 Meeting

Staff Update November 7th, 2024

Allison Pfefferkorn- Recreation Division Manager

- Update on the Wind Sculpture Donation: this donation has not come to fruition due to the donor desiring it to be placed in front of the performing arts center. Staff have determined that digging a foundation would not be possible due to wires. The option was given to the donor for the construction of a podium to place the sculpture on was not accepted. Donor said they will hold on the donation for the time being.
- Update on Mural at Siltanen Park: After investigation of the wall where the current mural is painted, it was determined that heavy repair would need to be done to make the surface agreeable to paint on. Staff is in the process of getting quotes to repair the wall as well as seeing if it is something our maintenance crew would be able to do inhouse.
- Upcoming classes involving the arts:
 - An Exploring Watercolors: Basics for Beginners class is being held at the Community Center this spring. 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 .Registration information can be found on our website.
 - We are hosting 2 Paint night classes. One offered by local artist Yeshe Jackson and another by local artist Sarah Ore. Both very different in style.



MINUTES

Meeting of the
Scotts Valley Arts Commission
Date: May 2, 2024
Time: 5:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
Recreation Division 361 Kings Village Road Scotts Valley, CA 95066 (831) 438-3251	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted on 04-26-2024 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvalley.gov .

Call to Order - 5:00 pm

The meeting was called to order at 5:03 PM.

Roll Call

APPOINTED OFFICIALS PRESENT: Barbara Mendenhall, Chair Val Rebhahn, Vice Chair (Absent) Cynthia Gorski, Commissioner (Absent) Kacey Lewis, Commissioner Lisa Simon, Commissioner	CITY STAFF MEMBERS PRESENT: Allison Pfefferkorn, Recreation Division Manager Jennifer Dunbar, Recreation Coordinator Brian Youmans, Administrative Secretary
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Staff Updates

1. Staff Updates - Department & Division - RDM Pfefferkorn

RDM Pfefferkorn announced the success of several recent events that the Recreation Division hosted, as well as the release of the Summer Activity guide. RDM Pfefferkorn also announced that the Recreation Division will be looking for artists for the Siltanen Mural project within the coming months.

Public Comment Time

None.

Consent Agenda

1. 02-01-24 Arts Commission Minutes

M/S: Simon/Lewis

To approve the Consent Agenda.

Carried 3/0/2 (AYES: Mendenhall, Lewis, Simon; NOES: None; ABSENT: Rebhahn, Gorski)

Additions/Deletions to Regular Agenda

None.

Regular Agenda

1. Poetry Contest 2024 Winners

RDM Pfefferkorn announced the history and background of the annual poetry contest, as well as the logistics of hosting the contest this year, before introducing the winning contestants.

Each winning contestant was introduced and read their poems for the Arts Commission before Recreation Coordinator Dunbar presented the winning contestants with a certificate.

2. Donation Request of Wind Sculpture

The request to donate a wind sculpture is from Scotts Valley resident, Colly Gruczalek. The Commissioners discussed three potential locations – in front of the library, at Skypark, and in the Scotts Valley Drive median.

Public Comment:

David Hodgin, a resident of Scotts Valley, objected to the three potential locations but suggested that the donor themselves should suggest where the sculpture should be installed.

Colly Gruczalek gave a background of the sculpture and expressed interest in it being installed in front of the theatre.

RDM Pfefferkorn responded that this location is not an option due to the underground wiring at that location.

The Commission requested that staff search for additional locations.

Adjournment

The meeting adjourned at 5:46 PM.

City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 11/7/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: 2025 Poetry and Art 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, there was a five-year pause in the contest.

In the spring of 2024, the City was thrilled to host the Verses of the Valley poetry contest once again. There were 24 submissions received from grades 1st through 12th as well as several entries from adults. Each poem was judged by set criteria and a winner was chosen from each school and one from the adult category.

At the May Art commission meeting, the winners read their poems in front of the Art Commission, their friends, and their family. It was a wonderful celebration of their poetry.

2025 Planning

The Recreation Division is excited to host the 2025 Art & Poetry Contest. The poetry contest is proposed to follow the same format as in 2024, with winners chosen from youth and adult age categories. All winning poetry entries will be compiled into a Poetry Book. Some new ideas for 2025 include:

- **Multimedia:** Staff propose the addition of a multimedia art contest. A single winner would be selected from the art submissions and their work featured on the cover of the 2025 Poetry Book. Honorable mentions could also be awarded in each age category.
- **Common Theme:** All poetry and art could be created with a set theme. All ages of poets and artists would be invited to submit their pieces that reflect the theme. Each medium would be judged on certain criteria set to be determined.
- **Showcase Event:** A new Showcase Event, hosted by the Recreation Division specifically for this contest, would display all art submissions, multimedia and poetry. Guests would be invited to view all submissions the winning poems from each age group would be read aloud.

- **New Name:** With the addition of multimedia art, the Recreation Division proposed to change the name of the contest to reflect more than poetry. Staff suggest Expressions of the Valley: Art & Poetry Showcase.

Commission Subcommittee

The Arts Commission could consider forming an adhoc subcommittee of 2 commissioners to work with staff on this project. The Poetry and Art Contest subcommittee would be tasked with the following:

- Select the theme
- Develop the rubric for judging the poetry and multimedia art submissions
- Connect with area schools to encourage teachers to have students submit their pieces, offer to collect poems and art from classrooms
- Assist staff with Showcase event set up and production

Project Timeline

- December 1st - Published in Activity Guide, Sign-up live
- January 15th - Distribute to schools
- January - Distribute flyers around the community
- April 1st - All poetry and art submissions due
- April 15th - Winners are announced
- May 7th- City Council meeting- One poem selected to be read and book presented
- Friday, May 16th- Poetry/Art Showcase Event

FISCAL IMPACT

The proposed budget is \$800. This includes:

- \$140 Cost of printing books for the winners
- \$100 Advertising/posters/copies
- \$560 Supplies and materials for the Showcase Event

STAFF RECOMMENDATION

Staff requests the Commission's feedback on the proposed 2025 Art and Poetry Contest program and recommends the Commission to create an adhoc subcommittee and assign two commissioners for the purpose of assisting staff with the implementation of the program.

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None

City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 11/7/2024
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: Chalk Art Event

SUMMARY OF ISSUE

A Chalk Art event is an opportunity to bring together artists of all ages outside to use sidewalks as their canvas to create colorful chalk art.

Artists are given a designated sidewalk section to create their art based on a chosen theme. A time limit is set for artists to work on their piece. This event could include a competition component where each art piece is judged on criteria such as: creativity, adherence to a theme, use of color & technique and overall impact of the piece. Categories can be based on age, as well as a team category where a group of two can work together. Participants would be asked to pay a small registration fee to cover the cost of a chalk set as well as some staffing time for the event.

Staff is planning a Chalk Art event at Skypark along the sidewalk separating the field from the gazebo and recreation office. The sidewalk would be cautioned off and alternative walkways would be designated to pass through the park. Visitors to the park would walk on the grass and ADA accessibility to the park would still be available on the far side of the park near the maintenance building. The yellow line below indicates where the chalk art will be located and green is the walkways.



In order to bring visibility to the event, staff reached out to the Kiwanis' club to see if a partnership could come about with the Music in the Park event. The Kiwanis Club have been looking for more ways to increase their attendance at the Music in the Park and attract more families. When the idea of the Recreation Division hosting a Chalk Art Event before the Music in the Park was proposed, the club was enthusiastic about the partnership. They felt that incorporating visual art would be a great complement to the event.

The Art Commission could consider forming an adhoc committee consisting of 2 commissioners to work with staff on producing the Chalk Art event. The Chalk Art Event Subcommittee would be tasked with the following:

- Creating the judging criteria
- Judging the art
- Finding sponsors for the event to help with food and drink for the artists and prizes for the winners for each category
- Event day set up and clean up

FISCAL IMPACT

The financial goal is to recover 75% of the art material cost by charging a participation fee and to secure donations to cover day-of supplies such as drinks and snacks for the artists.

STAFF RECOMMENDATION

Staff requests the Commission to consider creating an adhoc subcommittee and assign two commissioners for the purpose of assisting staff with the implementation of the Chalk Art event.

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None