



AGENDA

Meeting of the
Scotts Valley Arts Commission
In-Person Meeting
Date: November 6, 2025
Time: 5:00 PM

CONTACT INFORMATION		MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600		City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted on 11-3-2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvalley.gov .
COMMISSIONERS		CITY STAFF MEMBERS	
Kacey Lewis, Chair Lisa Simon, Vice Chair Diane Chambers, Commissioner Jess Clark, Commissioner Cynthia Gorski, Commissioner		Mali LaGoe, City Manager Jordan Taylor, Administrative Analyst II Allison Pfefferkorn, Recreation Division Manager	
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 City Hall, 1 Civic Center Drive, Scotts Valley, CA. The agenda packet is also available for viewing on the City's website at www.scottsvalley.gov .			

Call to Order

Roll Call

Staff Updates

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. Approve 08-07-2025 Arts Commission Meeting 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. 2026 Art & Poetry Contest
2. Utility Box Painting Program Update
3. 2026 Proposed Meeting Schedule
4. Future Agenda Items

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.



MINUTES

Meeting of the
Scotts Valley Arts Commission
Date: August 7, 2025
Time: 5:00 PM

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted on 8/1/2025 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at www.scottsvally.gov .

Call to Order

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

Roll Call

COMMISSIONERS PRESENT:

Lisa Simon, Vice Chair
Diane Chambers, Commissioner
Jess Clark, Commissioner
Cynthia Gorski, Commissioner

COMMISSIONERS ABSENT:

Kacey Lewis, Chair

CITY STAFF MEMBERS PRESENT:

Mali LaGoe, City Manager
Jordan Taylor, Administrative Analyst II
Allison Pfefferkorn, Recreation Division Manager

Staff Updates

1. 08-07-2025 Staff Update

RDM Pfefferkorn and Admin Analyst Taylor gave updates to the Commission on ongoing projects and items of note.

Public Comment Time

None.

Consent Agenda

1. Approve 05-08-2025 Arts Commission Minutes

M/S: Simon/Gorski

To approve the Consent Agenda with no alterations.

Carried 4/0/1 (AYES: Simon, Gorski, Chambers, Clark; NOES: None; ABSENT: Lewis)

Additions/Deletions to Regular Agenda

None.

Regular Agenda

1. Utility Box Painting Program Discussion

Commissioners discussed the Utility Box Painting Program and outlined some possible next steps to move the project along. The Commission selected to establish an adhoc subcommittee of Commissioners Gorski and Chambers to help move the project forward.

2. Discussion of meeting schedule

The Commission discussed increasing the frequency of meeting schedules, ultimately deciding to request to increase meeting schedule to every other month (6 meetings per year). Staff will look into what is required to change the commission meeting schedule and bring back an update at the next commission meeting.

3. Future agenda items

RDM Pfefferkorn requested an item on the next agenda to discuss the 2026 Art & Poetry Contest.

Adjournment

The meeting adjourned at 5:38 PM.

City of Scotts Valley
ARTS COMMISSION STAFF REPORT

DATE: 11/6/2025
TO: Honorable Mayor and City Council
FROM: Allison Pfefferkorn, Recreation Division Manager
APPROVED:
SUBJECT: 2026 Art & Poetry Contest

SUMMARY OF ISSUE

The Recreation Division is excited to host once again the 2026 Art & Poetry Contest. The art and poetry contest will follow the same format as in 2025, with winners chosen from youth and adult age categories. All winning poetry entries will be compiled into a Poetry Book.

A theme will be set by a subcommittee. All ages of poets and artist will be invited to craft submissions to reflect the theme. Each medium will be judged on certain criteria set by a subcommittee.

All artists will be celebrated at a Showcase hosted by the Recreation Division where all art submission will be displayed; multimedia and poetry. Guests are invited to view all submissions and end the event with the readings of the winning poems and showing of art from each age group.

New this year: **we will be accepting submission from amateur artist and poets only.**

The following is a timeline of how the contest will be marketed and carried out:

- January: Published in Activity Guide, Sign-up live, Distribute to schools, Flyers around the community
- April 1st: All poetry and art submissions due
- April 15th: Winners are announced
- May 6th: City Council meeting- One poem and art selected to be read
- Thursday, May 14th: Poetry/Art Showcase

FISCAL IMPACT

Based 2025 numbers, the cost of supplies for the event including snacks, ribbons, flowers, and book printing is projected to be \$435. Profits from 2025 book sales currently total \$220. Net fiscal impact of this event is roughly \$215.

STAFF RECOMMENDATION

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:

- Selecting the theme
- Developing the rubric for judging the poetry and multimedia art submissions
- Connecting with area schools to encourage teachers to have students submit their pieces
- Showcasing event set up and production

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City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 11/6/2025
TO: Honorable Mayor and City Council
FROM: Jordan Taylor, Administrative Secretary/Analyst
APPROVED:
SUBJECT: Utility Box Painting Program Update

SUMMARY OF ISSUE

At the August 7th Arts Commission meeting, staff were asked to research the feasibility and cost of wrapping versus painting utility boxes as part of a proposed Utility Box Painting Program. Additionally, Commissioner Gorski was tasked with reaching out to former Commissioner Melehan to gather information on how the program was managed in the past.

Staff confirmed that the City's utility boxes measure approximately 62 inches tall, 44.25 inches wide, and 26 inches deep. Of the 12 City-owned utility boxes, 7 remain unpainted, presenting an opportunity to refresh and expand the City's public art program.

Commissioner Gorski received a detailed response from former Commissioner Melehan, who indicated that the Recreation Department previously facilitated the program. This included issuing a Call to Artists, distributing information through local art networks such as the Arts Council of Santa Cruz County, and managing the proposal review and selection process. Artists were offered a stipend of \$300–\$500, which covered materials and compensation.

COST COMPARISON: PAINTING VS. WRAPPING

Painting (DIY or Professional):

- DIY Materials: Exterior-grade primer and paint, brushes/rollers, sealant, and supplies, approximately **\$100-\$150 per box**.
- Professional Painting: Labor and materials typically **\$600-\$1,000 per box**, depending on design complexity.
- Pros: Unique, hand-painted artwork; direct community artist engagement; easy to touch up or refresh.
- Cons: Susceptible to weathering and graffiti; may require resealing or repainting after several years.

Vinyl Wrapping:

- Cost: Professionally printed and installed wraps typically **\$800-\$1,200 per box**.
- Pros: Durable, UV-resistant, graffiti-resistant; consistent finish; easy to clean or replace sections.
- Cons: Less opportunity for local artists' direct involvement; higher upfront cost; eventual fading or peeling possible (lifespan 5-7 years).

FISCAL IMPACT

The total fiscal impact of the program will vary depending on the method. For painting, the basic cost of materials for all 7 boxes (excluding artist stipends) is approximately **\$700 - \$1,050**. If stipends are offered, as was done previously (not adjusted for inflation), the total cost would be roughly **\$2,100** at a \$300 stipend per box, or **\$3,500** at a \$500 stipend per box.

Alternatively, the estimated cost for vinyl wrapping all 7 boxes would range from **\$5,600 - \$8,400**, with the final total potentially higher depending on vendor quotes.

STAFF RECOMMENDATION

Staff recommend that the Commission consider the following next steps, and ultimately make a recommendation to staff on how to proceed. Staff will then work with our Finance Team to determine what is viable and how to move forward based on the Commission's recommendation.

Proposed Next Steps:

1. Proceed with a pilot Utility Box Painting Program focusing on the 7 unpainted City-owned boxes to promote community art and beautification.
2. Utilize a painting approach to encourage local artist participation and community engagement.
3. Develop and release an updated "Call to Artists", modeled after the process previously used by the Recreation Department, with outreach coordinated through the Arts Council of Santa Cruz County and other local networks.
4. Consider artist stipends at \$300 - \$500 per box, inclusive of materials.
5. Begin with a pilot phase of 2-3 boxes and assess program outcomes before expanding to all remaining unpainted boxes.

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City of Scotts Valley
ARTS COMMISSION STAFF REPORT

DATE: 11/6/2025
TO: Honorable Mayor and City Council
FROM: Jordan Taylor, Administrative Secretary/Analyst
APPROVED:
SUBJECT: 2026 Proposed Meeting Schedule

SUMMARY OF ISSUE

After the Committee affirmed at last meeting the desire to meet more frequently, Staff have a proposed meeting schedule for 2026 which increases the frequency of meetings from quarterly to every other month.

Meetings will be held on the first Thursday, every other month, at 5:00pm, starting in February. The proposed meeting schedule is as follows:

- February 5th, 2026
- April 2nd, 2026
- June 4th, 2026
- August 6th, 2026
- October 1st, 2026
- December 3rd, 2026

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Approve proposed 2026 Arts Commission Meeting schedule.

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None