



AGENDA

Meeting of the
Scotts Valley Arts Commission
In-Person Meeting
Date: April 2, 2026
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	Agenda Posted on 3/27/2026 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	
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 2-05-2026 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. Scotts Valley Design System and Brand Reimagined

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: February 5, 2026
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 Agenda Posted on 02-02-2026 at City Hall, SV Senior Center, SV Public Works Building, and on the internet at: www.scottsvally.gov 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 5:09 PM.

Roll Call

COMMISSIONERS PRESENT:

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

COMMISSIONERS ABSENT:

Kacey Lewis, Chair
 Jess Clark, Commissioner

CITY STAFF MEMBERS PRESENT:

Jordan Taylor, Administrative Analyst II

Staff Updates

Administrative Analyst Taylor shared updates with the commission on the 2026 Art & Poetry Contest and recapped a December meeting with other Arts Commissioners and staff organized by the Santa Cruz County Arts Council.

Public Comment Time

None.

Consent Agenda

1. Approve 11-06-2025 Arts Commission Meeting Minutes

M/S: Gorski/Chambers

To Approve 11-06-2025 Arts Commission Meeting Minutes.

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

Additions/Deletions to Regular Agenda

Regular Agenda

1. Utility Box Painting Program - Student Artwork Submission Review

Administrative Analyst Taylor presented the first utility box painting program submission to the Commissioners, who discussed the submission and offered some feedback and direction to move forward.

M/S: Gorski/Chambers

To Approve Utility Box Artwork submission with additional feedback, and to extend the deadline to allow more submissions.

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

Adjournment

The meeting adjourned at 5:43 PM.

City of Scotts Valley ARTS COMMISSION STAFF REPORT

DATE: 4/2/2026
TO: Honorable Mayor and City Council
FROM: Jordan Taylor, Administrative Analyst II
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Scotts Valley Design System and Brand Reimagined**

SUMMARY OF ISSUE

In June 2025, staff began working with Arts Commissioners Kacey Lewis and Jess Clark to leverage their professional expertise in design systems and branding and explore opportunities to refresh and refine the City's brand. Over the following months, commissioners and staff engaged in a comprehensive branding exercise. This included discussions about Scotts Valley's current brand identity and aspirations for a design system including potential updates to the City seal, standardization of colors and fonts across City materials, and the creation of a cohesive City logo and supporting visual assets.

These assets are intended for use across a wide range of applications, including the City's website, social media, newsletters, email signatures, and physical elements such as uniforms, merchandise, and signage. Throughout the process, the commissioners presented their concepts and incorporated feedback at multiple stages—first from staff, then from the Economic Development Committee, followed by the Mayor, and ultimately the full City Council during their annual strategic planning workshop.

Following the Council's positive reception, the commissioners are now collaborating with staff to begin socializing the updated brand. This includes sharing materials with key stakeholder groups within the community, starting with the Arts Commission.

FISCAL IMPACT

There is no fiscal impact to the City at this time. The commissioners have provided their services on a volunteer basis.

STAFF RECOMMENDATION

Receive the presentation from Commissioners Jess Clark and Kacey Lewis and provide feedback on the design system work to date.

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None