



**Agenda
City of Scotts Valley
Arts Commission**

Date: February 2, 2023 – 5:00 pm

CITY OF SCOTTS VALLEY Recreation Division 361 Kings Village Road Scotts Valley CA 95066	MEETING LOCATION City Hall Council Chambers 1 Civic Center Dr Scotts Valley CA 95066	POSTING: Agenda Posted on 1/30/2023 at Parks & Recreation Office and City Hall
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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.scottsvalley.org/AgendaCenter/ArtsCommission>

Arts Commissioners

Melinda Koenig, Commissioner
Trish Melehan, Commissioner
Barbara Mendenhall, Commissioner
Val Rebhahn, Commissioner
Jeanne Shada, Commissioner

City Staff Members

Ali Robinson, Recreation Division Manager

How to comment via email:

1. Members of the public may provide public comment by sending comments to the Parks & Recreation Division via email at rec@scottsvalley.gov.
2. Additional materials and emails must be received by 3:00 pm the day of the meeting and will be distributed to agenda recipients prior to the meeting.
3. Emails received after 3:00 pm the day of the meeting will not be included in the record.

Call to Order: 5:00pm

Roll Call

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.)

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Consent Agenda None.

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.

Regular Agenda

1. **Election of Officers – Chair & Vice Chair**
2. **Poetry Contest – calendar review**
3. **Website discussion – 2023 plan**
4. **Announcements & Updates**

Future Agenda Items

Adjournment

The City of Scotts Valley does not discriminate against persons with disabilities. The Commission meeting locations are accessible facilities. If you wish to attend a Commission 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 Scotts Valley Recreation at (831) 438-3251 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a Commission meeting be available in an alternative format consistent with a specific disability, please call Scotts Valley Recreation. The California State Relay Service (TDD to voice: 1-800-735-2929, voice to TDD: 1-800-735-2922), provides telecommunications devices for the Deaf and will provide a link between the TDD caller and users of telephone equipment.

City of Scotts Valley
ARTS COMMISSION
STAFF REPORT

DATE: February 2, 2023
TO: Arts Commission
FROM: Ali Robinson, Recreation Division Manager
SUBJECT: 2023 Poetry Contest

SUMMARY OF ISSUE

Background

The Scotts Valley Arts Commission has previously hosted a community wide Poetry Contest in years past and is once again interested in reviving the contest for 2023. The contest is a call for submissions, judged by set criteria and winners awarded a stipend plus a chance to read their poem in front of City Council. Staff supported the effort of the entire contest and arranged for the logistics of the reading.

Discussion

With the addition of the Scotts Valley Performing Arts Center, staff is excited to move the reading of poems from the City Council chambers during a meeting to the theater as a community celebration event. To make a successful poetry contest, several elements need to be planned for and created such as the overall calendar, documents, advertising, graphics and event planning. With the new Recreation Division model, there will not be the same staff support expected as in 2019. Looking ahead to hosting the contest, staff is looking to Commissioners to lead the effort in planning. Staff’s role will be to usher the process, work with the vendors to submit materials, post any content created on website and social media and plan the reading event at the SVPAC.

The following are a draft of calendar dates that need to be determined and a set of items that need to be completed for the contest:

Tentative Schedule

ACTION	DATE	NOTES
Announce Contest		
Contest Deadline		

Judging Period		
Announcement of winners		
Reading event		
Book published		

List of To-Do's

- Create application packet
- Create criteria and scoring sheets
- Determine winning stipend and overall budget
- Determine where submissions are sent and catalogued
- Announcement – City Schools and Community
- Printed announcement ad buy
- Website posting announcing contest
- Judges panel – securing judges and setting time for review
- Criteria review and confirmation of entries
- Poetry reading event at SVPAC event planning
- Assemble poetry book for printer in correct format

Budget

The budget for the 2023 Poetry Contest is estimated as follows:

- \$347 Press Banner advertising – ¼ page at non-profit discount
- \$750 stipends at \$50/winner x 15 winners
- \$650 Poetry Book printing – with discount
- \$50 Equipment rental from SVPAC

Total Cost: \$1,797

Total fund \$5,000
 Remaining if approved: \$3,203

FISCAL IMPACT

\$1,797 from Arts Commission fund.

STAFF RECOMMENDATION

- Complete calendar dates and assign Commissioners tasks to prepare and complete the 2023 Poetry Contest.
- Direct staff to book dates at SVPAC and provide event support.

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Attachment A – 2019 Announcement

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**POETS OF ALL AGES ARE WELCOME
TO PARTICIPATE IN THE
VERSE IN THE VALLEY POETRY CONTEST**

- May submit up to two poems, each not to exceed 200 words.
- Winners in each category will be invited to read their poems at a televised Scotts Valley City Council meeting.
- Winning poems will be published in the 2019 Verse in the Valley Poetry Book. All entrant's names will appear on a special participants page.
- Teachers of winning students will receive a \$50 cash honorarium sponsored by the Scotts Valley Advocates.

Submission Deadline is May 10th

Entry forms and instructions can be obtained at the City of Scotts Valley Website www.scottsvalley.org or at the Scotts Valley Recreation Division Office, 361 Kings Village Road.

For more information, email the Scotts Valley Recreation Division Office at rec@scottsvalley.org or call (831) 438-3251.