



**Agenda**  
**City of Scotts Valley**  
**Arts Commission**  
**Date: October 12, 2022 – 5:00 pm**

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<b>CITY OF SCOTTS VALLEY</b> Recreation Division 361 Kings Village Road	<b>MEETING LOCATION</b> Zoom Mtg: <a href="https://us02web.zoom.us/j/83738186169">https://us02web.zoom.us/j/83738186169</a>	<b>POSTING:</b> Agenda Posted on 10/7/2022 at Parks & Recreation Office and <a href="http://www.scottsvally.org">www.scottsvally.org</a>
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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>

**Arts Commissioners**

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

**City Staff Members**

Ali Robinson, Recreation Division Manager

**PUBLIC ADVISORY REGARDING COVID-19 AND PUBLIC PARTICIPATION**

Consistent with Executive Order No. N-29-20 issued by Governor Newsom on March 17, 2020, and the County of Santa Cruz Health Services Agency Shelter In Place Public Health Order dated March 31, 2020, this regular meeting of the Parks & Recreation Commission will be conducted through videoconference. Appointed Officials and City Staff Members will be participating remotely via videoconference.

**Public Participation:**

The meeting will be available on Zoom. For those wishing to participate via Zoom you can join the following ways:

- Join from a PC, Mac, iPad, iPhone or Android device:  
Please click this URL to join. <https://us02web.zoom.us/j/83738186169>

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- Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 9128 or +1 669 444 9171 or +1 253 215 8782 or +1 346 248 7799 or +1 719 359 4580 or +1 646 931 3860 or +1 301 715 8592 or +1 309 205 3325 or +1 312 626 6799 or +1 386 347 5053 or +1 564 217 2000 or +1 646 558 8656

Webinar ID: 837 3818 6169

You will be given opportunities to provide public comment at the appropriate times throughout the meeting via Zoom. If you are participating via dial-up only, use \*9 to raise your hand at the requested time.

How to comment via Zoom:

1. At the appropriate times during the meeting for public comment, on items not on the agenda, and on specific agenda items, the Chair will announce that public comment will be accepted. Our usual time limits of 3 minutes per individual, or 5 minutes for an individual who is representing a group of three or more, will apply. Please note that per our standard practice, this is not a question and answer time, but simply a time for you to provide your comments to the Commission.
2. There is an option on Zoom to raise your hand. Please click on this option when the Chair announces that public comment will be taken. Zoom places people in line automatically. If you are participating via dial-up, you can raise your hand at the appropriate time by pressing \*9. When it is your turn, you will be unmuted, and you will be able to make your comments based on the above time frames. Once your time is up, you will once again be muted and the next person in line will be given their opportunity to speak.

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](mailto: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

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**Arts Commission**  
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is called out by the chairperson.)

**Consent Agenda**

Approval of minutes of the September 14, 2022 regular meeting.

**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. **FY23 Budget Review**
2. **Public Art Inventory – RDM Robinson**
3. **Commission Vacancies and Terms**
4. **November meeting – location discussion**

**Future Agenda Items**

1. **December Election of Officers – Chair & Vice-Chair**

**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.



**Meeting Minutes**  
**City of Scotts Valley**  
**ARTS COMMISSION**  
**DATE: September 14, 2022**

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**CITY OF SCOTTS VALLEY**

Recreation Division  
361 Kings Village Road, SV  
Scotts Valley, CA 95066

**MEETING LOCATION**

Recreation Classroom  
361 Kings Village Road  
Scotts Valley, CA 95066

**POSTING:**

Agenda Posted at City  
Hall, SV Senior Center, SV Library  
and SV Parks & Recreation

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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 at SV Parks & Recreation, 361 Kings Village Rd., Scotts Valley, during normal business hours, Monday – Friday, 8am to 5pm.

**Call to order:** 5:04 pm

**Roll Call**

**Present:** Commissioner Shada, Melehan and Rebhahn.

**Absent w/ notification:** Commission Mendenhall, Commissioner Koenig

**Arts Commissioners**

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

**City Staff Members**

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

**Additions/Deletions to Regular Agenda:** None

**Consent Agenda:** None

**Public Comment Time:** None

**Regular Agenda**

**1. Introduction of Ali Robinson, Recreation Division Manager**

- RDM Robinson introduced Public Works Director Chris Lamm who informed the Commission on his background with Public Works and his work with the City of Scotts Valley over the past year.
- RDM Robinson provided the Commission with her professional background including experience with Parks and Recreation, special events, public policy, the City of Santa Cruz Arts Commission, event creation at the MAH and her community involvement with theater and the performing arts.

**2. 'SV Heartlocks' project concept presentation & Letter of Support request**

- Commissioner Melehan gave an overview of a future proposed public art project and explained the concept.
- RDM Robinson explained the steps needed to bring a full proposal for action to approve to the Commission which include detailed budget, quotes, artist statement, spec drawings, location maps and renderings.
- The artist involved is seeking an Arts Council grant and is requesting a Letter of Support they can include in their application materials.

***M/S: Shada/Melehan***

***To direct staff to send a Letter of Support to the artist of the SV Heartlocks proposed project to include in their grant application.***

***Carried 3/0 (AYES: Shada, Melehan, Rebhahn)***

### **3. Look ahead for Arts Commission in 2022/23**

- RDM Robinson gave a presentation on revisiting prior activities and what upcoming Department and City projects the Arts Commission could be involved in in 2023.
- Commissioner Melehan noted the Scotts Valley Theater Guild is interested in utilizing the large interior wall for Art exhibits and openings which would be a great tie in for the Arts Commission to get involved.
- Commissioner Melehan requested staff return with a current Arts Commission budget for FY23.
- Commissioner Rebhahn asked staff when advisory bodies would return to in-person meetings. PWD Lamm stated Commissions will follow the model of City Council meetings and gave a status update on City Council chamber equipment upgrades for a hybrid model the community is requesting. Once they are back in-person, the Commissions can follow.

### **4. Elections planned for October meeting**

RDM Robinson informed the Commission that elections will be held for Chair and Vice-Chair position at the next regular meeting.

Commissioner Shada expressed her support for the opening of the Scotts Valley Performing Arts Theater. Commissioner Melehan requested that someone from the Arts Commission be invited to speak at the Grand Opening. RDM Robinson will reach out to Commissioners Shada, Koenig and Mendenhall with an invitation.

### **Future Agenda Items**

Review of City FY23 Arts Commission budget

**Meeting Adjourned:** M/S Melehan/Shada to adjourn at 5:49. Carried: 3/0

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**City of Scotts Valley**  
**ARTS COMMISSION**  
**STAFF REPORT**

**DATE:** October 12, 2022  
**TO:** Arts Commission  
**FROM:** Ali Robinson, Recreation Division Manager  
**SUBJECT:** Public Art Inventory and Database Creation

**SUMMARY OF ISSUE**

Background

The Scotts Valley Arts Commission has approved and installed years of successful public art pieces throughout the city. Public Art has come from one-time projects submitted by individual artists or groups as well as temporary installations for events such as the Art Walk. Public Art consists of many mediums including murals, graphic traffic boxes and sculptures.

Since the 2020 pandemic, the Arts Commission has not been meeting regularly. With new staff filling vacant Recreation positions starting in August of 2022, it is the goal of the Division, and the City, to have the Arts Commission restart and begin meeting regularly. Many current Commissioners have extensive knowledge of the existing catalogue of Public Art and carry invaluable information which will be vital in the cataloguing project.

By digitizing the Public Art inventory, we would be able to provide background and context to each piece. There is a story behind every piece of art and creating a digital way for it to be accessed will further connect the artist and the community. Additionally, hearing about the projects from the artist also helps taxpayers understand why public art is important and how a particular piece came to be.

Discussion

Looking ahead to an exciting time for the City of Scotts Valley, there will be several public art projects that will involve the Arts Commission in the coming years. In preparation of beginning new Public Art projects, it is recommended that an inventory of what existing public art is currently installed be completed.

As the City continues with construction projects for housing, business and residential, there are several ways the Arts Commission can look to start a source of funding to support a Public Art program. A model used by other cities such as Percent for Art which requires all City Capital Improvement Projects to pay into a special revenue fund that then can be used to leverage artist installations, grants and programming. Other models include an Art in Public Places model where construction projects are required to include a public art element in their building design. This process could be evaluated annually in conjunction with the City's CIP adoption to identify new sites for public art. An example of goals to programs like Art in Public Place are:

### **Purpose and Justification**

The goals and intended outcomes of the Art in Public Places are to:

- **Stimulate Excellence in Community Design:** Public art improves the City's appearance and stimulates innovation and high-quality design.
- **Value Artists and Artistic Process:** Public art commissions create opportunities for artists to express their vision for the community and earn a livelihood as artists.
- **Enhance Community Identity:** Public art inspires discussion about issues affecting quality of life and builds pride in community and cultural identity.
- **Contribute to Community Vitality:** Public artworks contribute to livability and vibrancy of public places and attract visitors.
- **Involve a Broad Range of People and Communities:** The process of developing public artworks builds the capacity of a diverse range of artists, community organizations and leaders by involving them in the design and development of public spaces.
- **Uses Resources Wisely:** Well-maintained and well-designed public artworks add to the value of City infrastructure and provide opportunities for private investment in the community.

### *Existing Resources*

The Public Art Archive (PAA) is a free, continually growing, online and mobile database of completed public artworks. The PAA's mission is to make public art more public. The program is sponsored by the 40-year old non-profit organization WESTAF, who aims to provide free and low-cost resources for the public art field. Since the Archive's inception in 2010, public art organizations and artists have submitted informational text, images, and additional multimedia files describing completed public artworks at no cost. Local government agencies, like City of Scotts Valley, would qualify for the free service. They also offer a low-cost Collection Showcase service where they could host the City's collection with a map view online on a free, public accessible website.

In addition to searching for artwork on the website, the PAA can also be used to map and guide tours of public art in local communities. The device-responsive web application, Locate Public Art, can be viewed here: [www.locate.publicartarchive.org](http://www.locate.publicartarchive.org).

### *Getting There*

Having an up-to-date inventory will be a key first step in developing any of these models of funding sources and Public Art programs. This will begin with inventory what we have and identifying which are permanent or temporary installations.

### **Steps to complete inventory**

Staff recommends the following actions to inventory the current public art in the City:

Photos: Each public art piece should be clearly photographed in high resolution. This should include any markers or plaques associated with the art piece.

Artist name and info gathering: Each photo needs to be identified with as much detailed information is available including artist name and contact info, artwork name, date installed, program associated with, and any background or artist statement.

Data entry: There should be a central document that has all public art information. A sample spreadsheet is below. If the Commission moves forward with the Public Art Database (attachment B) at a future date, they have a specific data upload template we would need to follow.

Evaluation: Once the data is collected, a Public Art Ad-Hoc Committee of the Commission should evaluate each piece and make a list of recommendation for any pieces eligible for deaccession. The completed database and the Committees recommendations should be then brought to the full Arts Commission with action recommendations. This would complete the Public Art Inventory.

Once the Public Art Database is cleaned up and complete with a current inventory of permanent or temporary installations, the Commission can take new action to make recommendations on how to fill vacated spaces, look into new spaces and future Public Art Programs.

Art Piece Description	Title	Type	Location	Artist	Program	Install Date	Perm/Temp/unknown	Deaccession Date
<b>Sculpture 1</b>		Bronze		Name: Website: Contact info:				
<b>Mural 1</b>		Mural						
<b>Median Sculpture</b>		Steel						

*Sample spreadsheet info*



**FISCAL IMPACT**

None.

**STAFF RECOMMENDATION**

- Receive information regarding Public Art inventory
  - Create a Public Art Ad-Hoc Committee with scope of duties and a 6-month duration for the purpose of Public Art Inventory and evaluation.
  - Identify a plan on how photos will be captured and catalogued.
- Request Staff return with Resolution at the next meeting and Chair to appoint Commissioners to serve on the Committee.

**TABLE OF CONTENTS**

**PAGE**

Attachment A – Public Art Archive information

7-8

Attachment B - Public Art Archive Template sample

9

# About the Public Art Archive

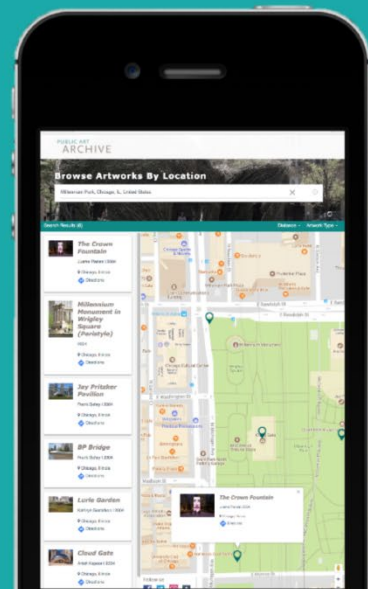
**A FREE ONLINE  
AND MOBILE  
DATABASE OF  
PUBLIC ART  
THROUGHOUT THE  
WORLD.**

**A COLLECTION  
MANAGEMENT  
SYSTEM BUILT TO  
CAPTURE THE  
PUBLIC ART  
WORKFLOW.**

**TECHNOLOGY-  
DRIVEN TOOLS  
FOR DRIVING  
SUSTAINED  
ENGAGEMENT.**



*A Bird in the Hand. Patrick Dougherty. Courtesy Public Art Reston.*



## **PAA Database**

PAA is a free, continually growing, online and mobile database of completed public artworks. By uniting records from public art organizations and artists into one comprehensive resource, the Archive aims to raise awareness about the value of public art and help make it possible for stakeholders to advance the professionalism of public artists and practitioners in allied fields.

- Totally free, continually growing, online and mobile database of completed public artworks;
- Free to contribute to and interact with from your desktop, tablet or mobile device;
- Searchable with filters that aid in research and education.
- Copyright holders retain their rights for any data and media that the Archive displays;
- Built upon standardized vocabularies to describe artworks in a consistent manner;
- Integrated to support mapping features for virtual or on foot exploration.

## **Purpose of PAA**

Make public art more public.

Built for artists, administrators, consultants, planners, educators, and researchers, audiences of all ages and backgrounds can engage with PAA's services.

- Document public artworks across the globe;
- Provide free access to information about public artworks in one central repository;
- Develop resources to inform diverse audiences about the breadth and depth of what constitutes public art today;
- Support best practices in cataloging public art;
- Raise awareness about the significance of public art;
- Showcase the variations of worktype, function, material, and subject matter;
- Encourage sustained engagement with public art to support physical exploration;
- Preserve the transforming history of public spaces so we can continue to learn from public art practice.

## **Eligibility Requirements**

Eligibility criteria is a key component to the Public Art Archive's values-based mission and has promoted the program's commitment to inclusiveness and equity. All public artworks, despite budget value or artist experience can be included in the Archive if they fit one of the following criteria:

1. in a place accessible or visible to the public: in public
2. concerned with or affecting the community or individuals: public interest
3. maintained for or used by the community or individuals: public place
4. paid for by the public: publicly funded

Note: While there are many existing definitions of public art, the following guidelines, from *The Practice of Public Art*, by Cameron Cartiere and Shelly Willis (Cartiere, Cameron and Shelly Willis, ed. *The Practice of Public Art*. Routledge, 2008, p.15) is the standard definition that PAA uses to determine if the artwork fits the criteria.

See the site here: <https://www.publicartarchive.org/collection-specific-maps/>

