

MINUTES  
SAND CITY ARTS COMMITTEE  
October 24, 2002, 7:00 p.m.

I. Call to Order at 7:05 P.M.

II. ROLL CALL

Present were Todd, Heinz, Greg, Catherine and Denise.

III. UNFINISHED BUSINESS

A. October 19<sup>th</sup> Music Event Debriefing

Each Committee member gave their opinion of the West End Event. Overall, it was a great success. The open studios had a good turnout, they received good feedback from the public and artists. Denise and Chief Klein wrote some helpful debriefing memos which are attached to the minutes for reference. The maps and sandwich boards were invaluable in assisting the public in finding the open studios. Chief Klein estimated that 500 - 700 people attended the event.

The following recommendations were suggested to improve the event next year: Have the event in September (not October) for possible better weather; have a press opening in advance for a preview party; create a "how to" book so the workload is a bit more evenly distributed and no items are overlooked; there needs to be more lead time for the artwork allowing more time for printing, distribution, and notice to the press; the Open Gallery invited artists should submit their work with identification labels, title, size, media, and price; allow more than one afternoon for deliveries of artwork to the Open Gallery; have less food vendors, more event items and spread the booths out; invite more Sand City businesses to participate on the day; lighting may be required when the vendors break down their booths and to assist the cleaning crew; there needs to be a booth manned for t-shirt sales.

On a separate matter, Catherine volunteered to be responsible for organizing exhibitors for the Sand City Gallery. In the future she will be listing the exhibitor in "ongoing events" in the Coast Weekly. Todd said he would like to have another Chamber mixer in 2003 to tie in with a new exhibitor in the Gallery. He is also following up on better lighting for the Gallery/Chambers. Heinz expressed his continued interest in getting a cultural center in Sand City and would like to see this happen. As a reminder, the entire Arts

Committee is up for renewal in early January 2003 and will be approved by the City Council.

VII. ADJOURNMENT

The next meeting will be announced. A motion for adjournment was made by Greg and second by Denise. Motion carries all in favor.

# De Briefing Meeting for West End Celebration Group Show

## Comments

### Denise Holland

1. Submit a call to artists-by word of mouth and media
2. Select a team of jurors to view work/portfolios
3. Assign a creative team to install show-3
4. Assign a hanging team to install show-3
5. Call for volunteers to help install show-3
6. Plan food/coffee for group show-enough for day
7. Submit forms by email/mail for check in of each art piece before show
8. Have a place for Bio's/business cards promo materials on each artist

### Cynthia Johnson Bianchetta

1. The space is stupendous! And how we were able to transform it into a gallery was magical!
2. I know insurance was an issue, but by next year that I'm sure wouldn't be, so I would suggest on Friday Eve. A press opening in advance with special invites to a Preview Party for just collectors, the big party on Saturday and then a longer exhibit to make all the hard work even more worthwhile, then people who were unable to attend could have other opportunities to see the space and the artwork.
3. I am a member of the Monterey Museum of Art Collectors Guild (Stefani is as well) and they should be included, especially if the artwork is of their caliber (High End). Also to make them aware of Jerrold's space if it is still available for us next year.
4. In terms of registering the artwork from each artist, I would have as a requirement that all the work submitted arrive with I.D. labels already on the back by the artists, along with a list of work submitted, with all of the info you required, i.e. size, media, price etc.
5. As a curator I find it's great to have a plan and then to see if that fits when the work actually arrives, as you did. If you are wanting to install the work all in a row as you had originally planned, you may have to ask that the finished sizes of the pieces be consistent, which then could be limiting, and possibly not as creative. I thought it did work this time, breaking it up to give more interest to this exhibit as it evolved. And I would suggest that the artists work be all in one location so they can be near their work to speak about it and answer questions.

## Comments-cont.

### Deborah Thackrey

I can only think of a few small critiques of the event:

1. Lack of coffee at the whole event was a common complaint.  
The t-shirts could have been marketed more aggressively (at a stand on the street for example) and when they run out, they run out.
2. I think next year the press should be courted more strongly. Call them individually. Be sure they know they will get free food and a free shirt at the reception? Talk to some PR professionals?
3. If Sand City can come up with a budget to run display ads in the local papers it will draw more people. Also a banner across Del Monte a month before is great publicity.
4. I am curious whether anyone sold any art. I wonder if we had a sign that said the work is for sale if that would help, or perhaps a common price list like a gallery.

### Deborah Smolen

I do have a couple of recommendations:

1. If there was a table somewhere in the center of the room, we would have had a place to put out our business cards and a binder with artist's statements as well as other info pertaining to the event like the maps to the other studios. I didn't realize that map was even inside the flyer and that it was a guide to the other venues until Heinz showed it to me. If it was taped open on the table and then a pile of maps made available next to it, it would have drawn more attention to the whole event. You could also put an example t-shirt out there floating on a helium balloon "body". I didn't know there were t-shirts until I saw The Thackery's wearing theirs. (Was I completely blind that day!???)
2. It was a difficult for me to be able to deliver my work in the middle of my working day. I had to rearrange some meetings etc. Next year if the event is in a place that has someone on site on a regular basis, it would be great to have a couple of days and longer hours to deliver, and easier on you to have all the work waiting for you to hang it instead of having people bringing it in throughout the day. I understand the issues this year, and it was a miracle you all pulled it off at the last minute. It was also very hard on all of you, I'm sure. Save yourself some pain next year!
3. I had no idea the event was as extensive as it was. Some of the people I invited were amazed at what was going on out there and I was amazed to hear about it.

October 23, 2002

To: Mayor Pendergrass & Members of the City Council  
Kelly Morgan --- City Administrator  
From: Michael Klein  
Subject: After Action Report --- West End Arts Street Fair

The West End Street fair was in my opinion a tremendous success; the Arts Committee did a wonderful job organizing the event. I sampled the opinions of the vendors, artisans who were holding open house, and visitors to the event.

Vendors:

The placement of the vendors gave the event a focus without seeming to be crowded. The selection of the vendors gave a good balance in selections for the visiting consumers. In speaking with the vendors, I was advised by all that they had made some money and found no one that indicated that they had lost at this event. I had the impression that the comments regarding how much money they made were conservative not wanting to be charged by the City at future such events. It is my recommendation that no more and certainly no fewer food and drink vendors should be present at any future West End Fairs.

Artisan Open House:

I had spoke with most of the artisans who were featuring an open house at their studios. Even though some of the open house studios were some distance away from the center of the street fair, attendance was excellent even at the most distant venue. The comments by most if not all the visitors at these open houses were that they were absolutely amazed at the active and vibrant arts community within Sand City. A treasure hear-to-fore unknown to the rest of the grater Monterey area. The Sandwich boards in front of those open houses coupled with the yellow maps being handed out was invaluable to the number of visitors at the various studios.

Visitors:

I counted between 500 to 700 people cycling through the event. I heard no negative comments at all only amazement at what was found in Sand City, the vibrant arts community. I personally knew many people who came to this event who are retired judges, business executives, educators, writers living in Carmel, Carmel Valley, Pebble Beach, Big Sur, and the rest of the Monterey Peninsula who left this event with a totally different perception of Sand City.

### Set Up and Clean Up:

Set up and clean up went generally well with the assistance of two Sand City Public Works staff member assisting in both. Having a 4 person HOPE clean up crew available left the entire area totally devoid of any trash or debris. I received no complaints from the surrounding adjacent businesses regarding trash during the event and have not received any complaints as of the writing of this report.

### Traffic:

There were no significant traffic problems, having the City owned Robinett site for parking and having volunteer parking attendants facilitated a pleasant experience before the visitor even got to the event.

### Event Observations and Conclusions:

I, having had 15 years of experience putting on the Monterey Bay Blues Festival which draws a daily attendance of 15,000 to 20,000, found this event to have been a wonderful opportunity for the City to make a unique image/name for it's self. As was expressed by so many visitors. Having this type of an annual event can create some wonderful political opportunities for developing the City's unique image.

Having attended a POST sponsored Events Management class, I have had the opportunity to gain much regarding the pitfalls of event planning. As long as the City is involved in the planning, developing paying for, or calling it a "city event" the city has opened it self-open to liability. This liability is not only or even usually a public safety issue but can come from ADA, vender disputes, contract disputes, discrimination issues, and etc. If the City wishes to eliminate / distance themselves from this liability exposure the City can be the permitting agency for a non-city connected group only. However by doing so the City will lose certain control over the direction and flavor of the event, which will not necessarily be conducive to the goal of featuring the City and it's artisans.

All in all I believe that if the West End Artist celebration can be the event to create a positive unique image for Sand City if handled and managed correctly. This event has the opportunity to grow to be a large party for the City and could be something the entire area looks forward to all year.