



Agenda Item D.2
DISCUSSION/ACTION ITEM
Meeting Date: February 26, 2014

TO: Commissioners

FROM: Bob Morgenstern, Public Works Manager

CONTACT: Andrea Moreno, Office Specialist

SUBJECT: Arbor Week Events & Art Contest Judging

RECOMMENDATION:

Receive information regarding recognition of Arbor Week and planned events.

BACKGROUND:

Arbor Day has been celebrated since the 1800's where it began in the once-treeless plains of Nebraska. The lack of trees led a new pioneer, J. Sterling Morton, a journalist and editor of Nebraska's first newspaper, to encourage the planting of trees by individuals and civic organizations to improve their surroundings. Arbor Day is officially recognized as the last Friday in April, however, each state celebrates according to the best time for tree planting in that state. In California, Arbor Week is recognized as March 7-14 and tree planting, as well as other types of celebrations, are highly encouraged throughout local communities.

DISCUSSION:

The City has been awarded the Tree City USA designation from the Arbor Day Foundation for the past 6 years and recently submitted our application to continue this designation. As part of our City's Tree City USA award requirements, the City Council will issue a proclamation to officially recognize and honor Arbor Week 2014. The City of Goleta joins all Californians in celebrating our beautiful natural resources during Arbor Week. To continue our annual tradition, the Mayor will plant a tree in a city park to commemorate Arbor Week. This year's tree will be planted in Oro Verde Open Space.

In addition to our annual tree planting, we are encouraging community involvement and participation by sponsoring a tree artwork contest for community members in Goleta and the surrounding communities. The contest was announced on Friday, January 31st and kicks off the Arbor Week celebration. Participants were asked to submit drawings or digital photographs of their favorite trees. The trees featured in their artwork can be located anywhere and do not have to be strictly Goleta trees. Entries will be separated

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into categories (Youth Amateurs, Adult Amateurs, and Professional). The contest winners will be chosen by the Public Tree Advisory Commission with a ballot vote. Winners will be notified on or around February 28, 2014 and certificates will be presented by the City Council at their March 4 meeting.

Review By:

Reviewed By:

Approved By:

Robert P. Morgenstern
Public Works Manager

Deborah Lopez
City Clerk

Steve Wagner
Public Works Director

ATTACHMENTS

1. Arbor Week 2014 Drawing and Photography Contest Announcement & Entry Form

ATTACHMENT 1

Arbor Week 2014 Drawing and Photography Contest Announcement & Entry Form



Arbor Week 2014 Drawing and Photography Contest

In honor of Arbor Week, the City of Goleta is holding a drawing and photography contest to celebrate the beauty and majesty of trees. We invite the community to submit artwork and photos of their favorite tree(s). This contest is open to everyone in Goleta and the surrounding communities.

WHO MAY ENTER: Anyone between the ages of 0 – 109. Both amateurs and professionals are invited to submit their work. You do not need to be a Goleta resident to participate.

FEE: FREE!

SUBMISSION DEADLINE: **Thursday, February 20, 2014 at 4:00 p.m.**

JUDGING AND SELECTION: The City of Goleta's Public Tree Advisory Commission will review the submissions and select the winners for both the amateur and professional categories. *(A professional is defined as anyone whose primary occupation is photography or art.)*

Winning artists will be notified on or around February 28. Winning submissions will be exhibited in the Goleta City Council Chambers and winners will be recognized at the March 4 City Council meeting.

HOW TO ENTER:

PHOTOGRAPHY: Photographs may be submitted in black & white or color format. Each photographer may submit up to four (4) images. Digital images should be submitted in JPEG (.jpg) format, 72 PPI, quality 7. Send digital images via email to amoreno@cityofgoleta.org with entry form. Photographers will receive an email confirmation after image(s) have been received. ***(If you do not receive a confirmation, the submission was not received successfully. Please resubmit.)*** Hard copy photos may also be submitted, however digital images are preferred. Please submit hard copy photos as 5 x 7 prints.

DRAWING: Drawings in any medium are accepted (i.e. pen, pencil, crayon, chalk) and should be submitted on 8.5 x 11 paper.

Artwork (photographs and drawings) can be delivered to Andrea Moreno/Art Contest, City of Goleta, 130 Cremona Drive, Suite B, Goleta, CA 93117.

OTHER GUIDELINES:

- No artwork may be indicated as “For Sale” while exhibited.
- Artist’s name or logo should not appear in the photograph or drawn image.
- The City of Goleta reserves the right to remove any photographs using copyrighted material, are libelous, defamatory, or which contain lewd or inappropriate material.

RETURN OF WORK: At the conclusion of the contest, artwork will be available for pickup Monday – Thursday between 8:00 a.m. – 5:00 p.m.

COPYRIGHT: In submitting work for this contest, photographers retain ownership of and copyright to their pictures. However, in entering this contest, artist acknowledges the City of Goleta may use the artwork in its online and print publications.

DISQUALIFICATION: Entries not in compliance with these guidelines cannot be considered for this contest. Judging members cannot submit entries.

LIABILITY DISCLAIMER: The City of Goleta will do its best to protect the artwork. However the City is not responsible for loss or damage to artwork submitted for this contest. By entering artwork or photographs for this display, entrants acknowledge they are aware of the risk of damage.

Artist must submit a SIGNED entry form with their entry. By entering this contest, photographers acknowledge the City of Goleta and its representatives will make all decisions about the exhibition, both online and in the final display.

QUESTIONS: Questions about the contest may be directed to Andrea Moreno at amoreno@cityofgoleta.org or at (805) 968-6843.

Contest information is also posted on our website.
Please visit www.cityofgoleta.org



City of Goleta Arbor Week 2014 Drawing/Photography Contest Entry Form

Artist's Name: _____

Address: _____

Phone: _____

Email: _____

I am submitting a: _____ Drawing _____ Photograph

I am (select one):

_____ Youth Amateur (0-17 years)

_____ Adult Amateur (18+ years)

_____ Professional

Location of subject matter (if available): _____

(You may include a brief description of your artwork on a separate sheet, if desired.)

Submission of work for this contest & exhibit indicates acceptance of all conditions stated above:

Printed Name (Artist)

Signature (Parent/Guardian, if minor)

Date