

Art and wine festival focuses on local flavor



PHOTOS BY KEVIN JOHNSON — SANTA CRUZ SENTINEL

Watercolor artist Carol L. Riddle adjusts one of her paintings on her booth at the Santa Cruz Mountain Art and Wine Festival at Garrahan Park in Boulder Creek on Sunday.

Inaugural event targets 'last hurrah' of Labor Day weekend

By Jessica A. York

jyork@santacruzsentinel.com
@ReporterJess on Twitter

BOULDER CREEK » The Santa Cruz Mountain Art and Wine Festival drew a modest but enthusiastic crowd to its end-of-summer celebration and fundraiser Saturday and Sunday.

Jack and Renee Kuehl, of Boulder Creek, had only just begun browsing through the offerings at the festival's Garrahan Park site on Sunday and already had a beer and postcards in hand, both from local producers.

"This is the best light beer I've ever had," Jack Kuehl said, holding up his cup of the Boulder Creek Brewery's offering.

The couple said they were supportive of local artists and wanted to check out the festival.

The art and wine festi-

val drew an estimated 500 attendees on Saturday, and was expected to do at least the same Sunday. Put on by Santa Cruz Mountain Bulletin owner Wendy Sigmund, the event serves as a fundraiser for the Independent Order of the Odd Fellows Scholarship Fund and the volunteer-taught Art Masters Program at Boulder Creek Elementary School. The art program teaches parents about different historic artists, and they bring that knowledge to local students.

"The criteria for showing here is you have to make all this yourself," Sigmund, wearing a straw cowboy hat, said as she pointed out painters, an embroiderer and musicians. "We focus on local, local, local. It supports our local economy. Everyone's local economy needs help, but bringing

WINE » PAGE 2



Eric Olson, who owns and operates His Broidery, makes some last-minute adjustments to his booth at the Santa Cruz Mountain Art and Wine Festival at Garrahan Park in Boulder Creek on Sunday.

"Everyone's local economy needs help, but bringing people from out of town up to see what kind of amazing artists we have, it only helps."

— Santa Cruz Mountain Bulletin owner Wendy Sigmund

+ **On the net:** To see a video of the Santa Cruz Mountain Art and Wine Festival in Boulder Creek, visit www.santacruzsentinel.com and click on this story.

Wine

FROM PAGE 1

people from out of town up to see what kind of amazing artists we have, it only helps."

Vendor Laurie Twilight Jetter of Felton said the festival's park venue served as a draw for her to bring her astrology readings to the event. Jetter said even when attendance was low, she was kept busy with mini readings and free astrology divination dice rolls. She commended the "really great music."

"It's small, but people here were really excited,"

Jetter said Sunday of the previous day's turnout. "They were having fun. It was both families and some people from out of town, some locals."

Rebecca and Alex Morison drove down to Boulder Creek from Manteca to see family and their friends' band, Jewels and Johnny Nation. The two stopped by Jetter's booth for a reading from her dice.

"We're supporting the arts, so that's important," Rebecca Morison said. "It looked kind of small, but once you go in here, it looks like there's a lot of different vendors. When you drive by, you go, 'Oh, that's not much.' But when you're

walking through here, you see exactly what's here."

Santa Cruz's Steve Bock, of Steve's Hawaiian Shave Ice said he loved the venue and said attendance was better than he expected. Girlfriend Stefanie Jones said she enjoyed the mix of local musical talent, ranging from rock and folk to reggae and family-friendly offerings.

"I really liked the bands," Jones said. "They're all local and they're great."

The fledgling event saw some complaints as the dirt parking lot across from the park filled quickly and the \$10 gate entry fee came with access to purchase from only one winery and

one brewery.

Vendors suggested the festival could improve by shuttling attendees from an additional parking lot, offering more drink vendors and giving a free drink ticket with the entrance fee.

Sigmund said she hopes to see this year's 30 vendors and 13 musical acts expand in coming years.

"I kept hearing the feedback of 'The vibe, the vibe was great. It wasn't too crowded, it was comfortable.' Everyone was able to see everything, listen to the music, the lines weren't too long for the beer and the wine," Sigmund said. "I just looked around and saw smiles all day long."