



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

---

Monday, August 12, 2019

7:00 PM

Special Meeting  
Senior Center  
1303 Fremont Street  
Santa Clara, CA 95050

---

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code §54956 (“The Brown Act”) and Section 708 of the Santa Clara City Charter, the Chair calls for a Special Meeting of the Cultural Commission of the City of Santa Clara to commence and convene on August 12, 2019, at 7:00 p.m. for a Special Meeting at the Senior Center, 1303 Fremont Street, Santa Clara, California, 95050 to consider the following matter(s) and to potentially take action with respect to them.

#### CALL TO ORDER AND ROLL CALL

#### CONSENT CALENDAR

19-912 [Cultural Commission Minutes of July 1, 2019](#)

**Recommendation:** Approve the Cultural Commission Minutes of July 1, 2019

#### PUBLIC PRESENTATIONS

#### GENERAL BUSINESS

19-913 [Cultural Commission Discussion of Draft Work Plan for FY2019-2021](#)

**Recommendation:** Recommend a Final Work Plan with three to five specific goals with no more than 2 activities/objective per goal for FY2019-2021.

#### STAFF REPORT

#### COMMISSIONERS REPORT

#### ADJOURNMENT

*The next scheduled meeting is October 7, 2019*



# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
santaclaraca.gov  
@SantaClaraCity

## Agenda Report

---

19-912

Agenda Date: 8/12/2019

---

### **REPORT TO CULTURAL COMMISSION**

#### **SUBJECT**

Cultural Commission Minutes of July 1, 2019

#### **RECOMMENDATION**

Approve the Cultural Commission Minutes of July 1, 2019

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft Minutes of the Cultural Commission July 1, 2019



# City of Santa Clara

## Meeting Minutes

### Cultural Commission

---

07/01/2019

7:00 PM

Senior Center  
1303 Fremont Street  
Santa Clara, CA 95050

---

#### 1 CALL TO ORDER AND ROLL CALL

The regular meeting was called to order by Chair Louis Samara at 7:02 p.m.

**Present** 5 - Chair Louis Samara, Commissioner Harbir Bhatia, Commissioner Niha Mathur, Commissioner Debra von Huene, and Vice Chair Jonathan Marinaro

**Excused** 1 - Commissioner Candida Diaz

**A motion was made by Chair Samara, seconded by Vice Chair Marinaro to excuse Commissioner Diaz.**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Vice Chair Marinaro

**Excused:** 1 - Commissioner Diaz

#### 2 CONSENT CALENDAR

1.A [19-786](#) Cultural Commission Minutes of June 3, 2019

**Recommendation:** Approve the Cultural Commission Minutes of June 3, 2019

**A motion was made by Commissioner Samara, seconded by Commissioner Marinaro, to approve the Cultural Commission Minutes of June 3, 2019.**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Vice Chair Marinaro

**Excused:** 1 - Commissioner Diaz

#### PUBLIC PRESENTATIONS

None.

**GENERAL BUSINESS**

2. [19-787](#) Cultural Commission Election of Chair and Vice Chair

**Recommendation:** There is no staff recommendation.

**A motion was made by Commissioner Von Huene, seconded by Commissioner Marinaro to elect Commissioner Samara as Commission Chair for Fiscal Year 2019-20.**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Vice Chair Marinaro

**Excused:** 1 - Commissioner Diaz

**A motion was made by Commissioner Samara, seconded by Commissioner von Huene, to elect Commissioner Marinaro as Vice-Chair for 2019-20 fiscal year.**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Vice Chair Marinaro

**Excused:** 1 - Commissioner Diaz

3. [19-788](#) Consider Marketing Services and Cost for Collaboration with Content Magazine

**Recommendation:** There is no staff recommendation.

Commission reviewed staff report. No action taken.

4. [19-789](#) Cultural Commission Work Plan Discussion for FY2019-2021

**Recommendation:** Recommend a Work Plan with three to five specific goals with no more than 2 activities/objective per goal for FY2019-2021.

After Commission reviewed the goals for the 2018-2019 fiscal year, the Commission dissolved subcommittees from 2018-2019. Commissioner Diaz and the new appointee can join a subcommittee at a future date. the Commission will review subcommittee assignments and develop initiatives iduring the August meeting.

**STAFF REPORT**

Recreation Manager provided the following reports:

Commissioners were invited to attend the 4th of July event at Central Park.

Bowers, Machado, and Reed and Grant Street Park projects are progressing

Recreation Coordinator Tyler Freitas will be supporting the Cultural Commission with Concerts in the Park.

The Parks & Recreation Department will be hiring a staff person to support the Cultural Commission.

The Mayor's State of the City Address is scheduled and Commissioners are encouraged to watch on-line if they are not able to attend.

A new addition to the Art and Wine Festival is the Youth Artists Kids Craft Corner in Kids Kingdom. Manager Castro encouraged Commissioners to spread the word for those that are interested in applying to participate.

The Council recognition of Commissioner Beavers will occur at the July 9th Council Meeting

**COMMISSIONERS REPORT**

Commissioner Samara attended 3-Saturday CERT trainings and found it to be an interesting process.

Commissioner Bhatia: Traveled to Italy, filmmaking of Cheese that binds us; mostly northern Italy.

Commissioner von Huene: City marketing committee meeting; Americans for the Arts Conference (Minneapolis) - Trip report pending; creative enterprise zone in St. Paul; Triton on Saturday

Commissioner Marinaro: Austin live music; Boston saw a game Fenway; Oakland music festival; Electric Light Orchestra,

Commissioner Mathur: Paris for work, was there for Summer Solstice - City was alive with music & dancing

**ADJOURNMENT**

Meeting adjourned at 8:55 p.m.

**A motion was made by Commissioner von Huene, seconded by Commissioner Marinaro, that the meeting be adjourned.**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Vice Chair Marinaro

**Excused:** 1 - Commissioner Diaz

The next scheduled meeting August 5, 2019 will be canceled, and instead, a special meeting will be held on August 12, 2019 at the Senior Center.



## Agenda Report

19-913

Agenda Date: 8/12/2019

### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Cultural Commission Discussion of Draft Work Plan for FY2019-2021

#### BACKGROUND

Each year, the Cultural Commission considers three to five specific, measurable, attainable, realistic, and time-bound goals and/or activities for the year. These are intended to focus the efforts of the Commission and respond to City Council priorities within existing budget direction and resource limitations.

At the July 1, 2019 meeting, the Commission discussed the following draft work plan goals. The attached work plan document further defines the goals and their objectives.

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity
2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city
3. Raise visibility of commemorative months
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission

#### DISCUSSION

The Cultural Commission will continue to review, modify and discuss FY2019-2021 work plan goals and “year at a glance.” The Commission may also review, discuss and assign members to subcommittees to meet the goals and objectives of the work plan.

#### ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

#### PUBLIC CONTACT

Public contact was made by posting the Cultural Commission’s agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, e-mail [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) or [<mailto:clerk@santaclaraca.gov>](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public

library.

**RECOMMENDATION**

Recommend a Final Work Plan with three to five specific goals with no more than 2 activities/objective per goal for FY2019-2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

**ATTACHMENTS**

1. Cultural Commission Draft Work Plan for FY2019-2021





**City of  
Santa Clara**

# **Cultural Commission**

**Mission, Priorities and Work Plan  
FY 2019-2021**

# MISSION STATEMENT

*The Cultural Commission acts in an advisory capacity to the City Council in matters pertaining to the enhancement of multi-cultural experiences and beautification of the City through art.*

# VISION STATEMENT

*Enriching the lives of our residents and beautifying the city with an inclusive variety of multicultural and relevant programs and the arts.*

# VALUES

- We are inclusive and diverse.
- We are stewards of the quality of life in our community.
- We are accessible to all demographics, age groups, income levels, and abilities.
- We are collaborative with the community and innovative in our exploration of arts & culture.

# PRIORITY

1. Provide inclusive, diverse, multicultural programs for the Community.
2. Increased collaboration and outreach with the community, other civic and corporate Santa Clara organizations, and interdepartmentally to further the mission of the Commission and build on our knowledge base for future leadership.
3. Develop and preserve a variety of art forms and interactive, expressive programming events that complement each other.

# GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2019-2021 work plan. These goals incorporate the combined theme of civic leadership, multicultural diversity, visible public art, and improved communication with the community as the fundamental platform upon which more cultural and arts activities can take place in Santa Clara. The goals are:

- 1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity**
  - a. Host free, age-friendly events with diverse, musical acts
- 2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city**
  - a. Advise and recommend public art to City Council
  - b. Host City Utility Box Program
  - c. Host Halloween and Holiday Home Decorating Contests and recognition
  - d. Support City Council to explore new funding sources for public art
  - e. Recommend funding grants and support for community cultural groups
  - f. Partner with citizen groups to place temporary, interactive art in public places and in community celebrations
  - g. Attend Americans for the Arts Conference
- 3. Raise visibility of commemorative months**
  - a. Partner with community groups to host and promote commemorative month's honoree
- 4. Enhance communication and media strategy to increase community awareness of the Cultural Commission**
  - a. Presence at Parks & Recreation events
  - b. Ensure Cultural Commission events and reports are marketed and archived
  - c. Present regularly to City Council
  - d. Review calendar and find efficient ways to deliver Commission priorities and collaborate.

# WORK PLAN

Objectives and strategies are identified for each goal to fulfill the mission of the Cultural Commission and purpose of the plan. Specific implementation strategies, responsible parties, timeline, budget, and milestones that support the goals will be developed into an annual work plan. The work plan will serve as a task reminder, benchmarking tool, and tracking mechanism.

**GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical acts  (Friday Night Live, Concerts in the Park, Street Dance)	Samara/Mathur		

**GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Advise and recommend public art to City Council	Von Huene / _____	Ongoing	
Host City Utility Box Program		Due 10/30/19	Contracting in progress
Host Halloween and Holiday Home Decorating Contests and recognition	Von Huene / Marinaro	Halloween submission deadline 11/2/19  Holiday submission deadline 12/14/19	In Fall Inside SC
Support City Council to explore new funding sources for public art			

**Goal #2 Continued:**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Recommend funding grants and support for community cultural groups			FY 19-20 Contracting in progress
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations	Bhatia/ Marinaro		
Attend Americans for the Arts Conference			.

**GOAL #3: Raise visibility of commemorative months**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Partner with community groups to host and promote commemorative month's honoree	Marinaro/Bhatia		

**GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks & Recreation events			
Ensure Cultural Commission events and reports are marketed and archived			
Present regularly to City Council			

**GOAL #4 Continued:**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Review calendar and find efficient ways to deliver Commission priorities and collaborate.			

# YEA AT A GLANCE

Cultural Commission Events, Activities & Celebrations

July 2019-December 2020

All Dates/Times/Events are subject to change

2019		Meetings, Events, and Programs	Commemorative Month
	July	<b>7/12:</b> Concert in the Park - 6:30 p.m. Orquesta Latin Heat <b>7/21:</b> Concert in the Park – 2:00 p.m. Genevieve Goings <b>7/26:</b> Concert in the Park - 6:30 p.m. Take 2	American Independence Santa Clara History
	August	<b>8/2:</b> Street Dance – 6:00 p.m. House Rockers <b>8/11:</b> Concert in the Park- 5:30 p.m. LiveWire	Muslim Awareness
	September	City Council Meeting & Presentation– 7:00 p.m.	
	October	<b>10/18:</b> Friday Night Live – MCCPA Promote Halloween Contest	National Arts & Humanity Month
	November	<b>Halloween Home Decorating Contest</b> submission deadline 11/2 Promote Holiday Home Decorating Contest	
	December	<b>12/6:</b> Tree Lighting <b>Holiday Home Decorating Contest</b> submission deadline 12/14 & electronic voting 12/14-16. People choice announcement 12/23.	Bill of Rights

		<b>12/15:</b> Bill of Rights	
<b>2020</b>	January	City Council Meeting & Presentation– 7:00 p.m.	
	February	<b>2/7:</b> Friday Night Live – Library – Tabia?	Black History Month
	March	<b>3/6:</b> Friday Night Live – Broceliande? TBA - Sculpture Exhibition	Women’s History Month
	April	<b>4/6:</b> Friday Night Live – Brazilian Jazz? City Council Meeting & Presentation– 7:00 p.m.	California Arts, Culture, and Creativity Month
	May	<b>5/8:</b> Friday Night Live – TBD	
	June	<b>6/12:</b> Concerts in the Park – Northside – Band TBD City Council Meeting & Presentation– 7:00 p.m.	
	July	<b>7/17:</b> Concerts in the Park – Central Park – Band TBD <b>7/24:</b> Concerts in the Park – Central Park – Band TBD <b>7/31:</b> Concerts in the Park – Central Park – Band TBD	American Independence Santa Clara History
	August	<b>8/4:</b> Street Dance/National Night Out – Band TBD <b>8/14:</b> Concerts in the Park – Central Park – Band TBD	Muslim Awareness
	September	City Council Meeting & Presentation– 7:00 p.m.	
	October	TBA - Friday Night Live TBA - Halloween Contest	National Arts & Humanity Month
	November	TBA - Friday Night Live	
	December	TBA - Holiday Home Decorating Contest	Bill of Rights

