



Commissioners Present: Commissioners Loretta Beavers, Harbir Bhatia, Eversley Forte, Louis Samara, Heidi Willbanks

Staff: Elizabeth Elliott

Guests: None

Matters for Council Action: None.

1. Call to Order/Roll Call

Called to Order at 7:00 PM

2. Public Presentation

A. Easter Egg Hunt

- Rivermark Moms sent an email to Commissioner Bhatia about their request to have CC participate by attending and potentially sponsoring at the Egg Hunt at Rivermark on April 1, 2017 with some entertainment or other ideas we may have. They are not looking for promotion, but an opportunity for us to work together.
Recommendation/Next Step: Commissioner Bhatia and Chair Forte to explore some possible entertainment options. Plus that they should come next month's meeting to present as a part of the Agenda to take action on.

3. Approval of December 5, 2016 Meeting Minutes

Approved by Commission with following Amendments.

- Amendment 1: Section 5f Item 1: We are providing recommendations for bands
- Amendment 2: Section 6 a. "For all Friday night Bands"

4. Correspondence/Communications

A. Announcements

- Sister City Upcoming dates
- Triton Upcoming Board Meetings and Triton Invoices
- Another Commissioner position has opened with the resignation of Commissioner Fagundes

B. Introduction of New Commissioners

- Kendra Fehrer
- Louis Samara
- Heidi Willbanks

C. Protocols

- Commissioners should review manual especially Section 2

5. New Business

A. Reallocated Funding Assigned to Tour de Globe

- Description: The additional funding requested during September 27, 2016 meeting didn't get approved for 2016-2017. However, suggesting it to be considered for 2017-2018. As such, Chair Forte has requested reallocation portion of the funds for Tour de Globe:
 - \$3,000.00 for Summer concerts for the Seniors
 - \$2,000.00 bucketed for Local Events, such as some for Ray Futura's request
- Decision: Approved
- Open Item/Action Item: Elizabeth to confirm this reallocation can be done and if so to reallocate

B. Update from Triton Museum: Jill Meyers, Executive Director

- Description: Jill Meyers provided upcoming Board Dates and invitation to Triton Derby Gala April 29, 2017. Holding Brown Bag Lunch series with artists. Attendance is about 30-40 people

C. Goal for Marketing:

- Today have about 800 email addresses, 450 followers on Instagram. Should aim for a database and marketing efforts to improve outreach at least 10% of attendees: 10-12K K in email addresses for a 120K attendance in a year. In the future can suggest ideas to Jen Dau to help improve marketing at Triton.

D. Update on Action Item 5: How many events can Commission use or give away to partners without charge for space?

- Decision: Total of 9 until end of year by contract as of today.
- Process: Commission will decide who gets to use the space and will then notify Jill to coordinate remaining details.
- Charge of \$100.00 will be billed to organization for staff costs since Triton receives over 90% of budget, it's important to maximize the benefits to our residents and help them be more successful.

E. Elect new Commission Secretary

- New Secretary: Commissioner Bhatia will be passing the responsibilities to Commissioner Willbanks, since Commissioner Bhatia accepted it until new Commissioner would join.

F. Commissioner Assignments to Subcommittees

- Commemorative Months Subcommittee: Commissioners Bhatia and Willbanks
- Tour De Globe Festival Subcommittee: Commissioners Bhatia, Forte, and Samara
- Cultural Commission Marketing Subcommittee: Commissioner Bhatia, ?
- Friday Night Live! Subcommittee: Commissioners Bhatia and Forte

G. Approve bands for Sunday Afternoon Summer Concerts

- Description: List provided by Chair Forte.
- Decision: Approved

- H. Review Form for Co-Marketing Events of funded organizations
 - Decision: To do this with new Marketing Team instead of full commission and work with Jennifer Yamaguma to get her input. Will also request further explanation of who can be promoted, and what terms during next meeting with Jennifer.
- I. Update on Miss Santa Clara
 - Description: Previous Contestant's mother has submitted of complaint on process, fulfillment of contracts. Is currently working with Councilwoman O'Neill on next steps, Commissioners Forte and Samara.
 - Result: Goal to provide some of funds to the 2014 winner.
- J. Oral Reports to the City Council
 - Decision to hold off on announcements until there are more events and activities to communicate.
- K. Upcoming Planning Session: City is holding planning meeting with the public and staff
 - General discussion: How much input should Commission have when giving funds?
 - Overall: Commissioners feel there should be input especially if we are giving significant contributions for the event or the organization.
 - Also the expectations of the organization in return need to be documented and adhered to as per decision from last year.

6. Unfinished Business

- A. Finalize funding for Ray Futura of Silicon Valley Chamber Music
 - Description: Previous meetings the decision was to give him \$500/concert in this season if funds become available. Since it was not part of original budget.
 - Decision: Request him to resubmit his application/request.
 - Action: Elizabeth to follow up with Ray
- B. Google Drive Folder: Access to Cultural Commission Documents to keep all documents in folder for access.
 - Action Item: Elizabeth to provide past minutes and budget.
- C. Update on Friday Night Live! And Break Dance Competition
 - Description: Chair Forte proposed an option to consider for upcoming event in April/May to host breakdance competition. However in discussion, it appeared too costly without preplanned in our budget, and also too short of time.
 - Decision: Consider for future year.
- D. Update from City of Santa Clara Marketing Committee, January 18, 2017 Meeting.
 - Meeting held third Wednesday of every month.
 - Launching new website in December 2017.

7. Board Meeting Liaison Commission Report

- A. Triton Board Meeting, January 26, 2017: No update.
 - Next meeting is February 16, 2017, 4:30-6:00 p.m.
 - Commissioner Samara to attend.
- B. Sister Cities Association Meeting: Commissioner Samara to attend, January 17, 2017
 - Next meeting: February 21, 2017

8. Commissioner Reports

A. Tour de Globe Festival meeting follow up with Triton to be scheduled to select date.

9. Commissioner Reports

A. Tour de Globe Festival meeting follow up with Triton to be scheduled to select date.

10. Adjournment: The meeting adjourned at 9:27 p.m.

A. Next meeting: Monday, March 6, 2017, 7:00 p.m

Action Items:

Item	Date Added	Owner	Item	Stats	Details/Comments
1	10/3	Commissioner Bhatia	Send link to CC for google drive	C	Done
2	10/3	Commissioner Bhatia	Create an Open Items /Action Items list	C	Done
3	10/3	Commissioner Bhatia	Send the Doc to track the Cultural Art Fees research	IP	
4	10/3	Jill/Elizabeth	CC to explore how we can share our Triton complimentary hours with our grantees.	C	9 .Commission decides and sends to Jill
5	10/3	Open item	General Note: May need to establish and promote a Grant Request period for organizations to request in time to be considered and submit proposals.	IP	Creating form and taking input from Marketing /PIO of city
6	10/3	Elizabeth	To notify when the events are needed to be finalized for Calendar, Activity Guide	C	Deadline is Dec. 9
7	10/3	Elizabeth	To send notification other departments that we would like to collaborate and attend our meetings: Senior Commission, Parks and Rec Commission, Library, Sister Cities.	C	Email invitation sent
8	10/3	Elizabeth	Waiting on approval of Updated Budget proposed in Sept 27th Commission and Council Meeting.	C	Not approved.
9	10/3	Open item	Need to plan for Strategic Planning session for Cultural Commission	o	Loretta to provide some dates
10	10/3	Elizabeth	What is the next meeting or when is commission to begin attending/participating in the Marketing Committee	C	Nov. 16 – 4 p.m. at Central Park Library

			Meetings to understand timelines, provide input, etc.		
11	10/3	Open item	What is the plan for the open Commissioner positions?	C	Interviews and appointments at 12/13/16 Council Meeting
12	10/3	Open item	City Marketing Committee: What is the next meeting or when is commission to begin attending/participating ?	C	Nov. 16 – 4 p.m. at Central Park Library
13	10/3	Elizabeth	Follow up on a dinner for Kathy	IP	Email sent to Kathy Ryan. Her recognition at Council Meeting is 11/15.
14	11/7	Commissioner Bhatia	Explore sponsorship for Summer Jam or others. Commissioner Bhatia to follow up Chris Horton to see if they would want to sponsor	IP	
15	11/7	Open/Staff	What is the event Planning Process and timeline to work with other departments		Added into this sheet from the minutes between Feb and August of 2016 to ensure these are not missed. Since it has been requested multiple times
16	11/7	Open/Staff	What is the marketing process and how do we work together. Such as the Facebook page to help with more promotions of events, updating Commission webpage, etc.		Added into this sheet from the minutes between Feb and August of 2016 to ensure these are not missed. Since it has been requested multiple times
17	11/7	Elizabeth:	Add to Council Meeting For 12/6 to release funds for the funds requested Ray Futura	C	Funds not added. So have to revisit how to pay him.
18	11/7	Elizabeth	Request the following be brought to the meeting as a supplement to the agenda or added to the end of the agenda for each meeting o Action Items included in the	O	

			Agenda o Status of Budget by line item, forecast/accrued, paid out o List of subcommittees, o Upcoming event dates be included at the end of the agenda		
19	11/7	Open item	Status of Council and City plans for including Tour De Globe with SCU events next year or standalone	C	Commission to organize with Triton and other non profits.
20	11/7	Open Item	Need a subcommittee for Commemorative Month Series	IP	
21	Aug /16	Open item	Need events in Rivermark Community- Commissioner Bhatia		
22	Feb	Elizabeth	Can we use email addresses obtained from previous events? Last year notified that it's not allowed However doubt on this policy		