



Commissioners Present: Commissioner Loretta Beavers, Commissioner Bhatia, Kendra Fehrer, Eversley Forte, Louis Samara, Debra von Huene, Heidi Willbanks

Staff: Elizabeth Elliott

Guests: George Doeltz, Preston Metcalf, Jill Meyers, Chantelle Urbina, Melissa Kim, Deborah Hassy, Ray Furuta, Gautam Barve, Teresa Sulcer

Matters for Council Action: None.

1. **Call to Order/Roll Call**

Called to order at 7:00 p.m.

2. **Public Presentation**

Moved to another date; Roseanne of Parks & Rec meeting with Commissioner Bhatia to share specifics; not available until July, wants to do something together in December

3. **Approval of March 06, 2017 Minutes**

Motion to approve minutes for March 06, 2017 was unanimously approved. Feb minutes still need to be approved. They were not previously approved because there wasn't a quorum of Commissioners that attended the Feb meeting.

4. **Correspondence/Communications**

A. Welcome New Commissioner – Debra von Huene

B. Sister Cities International Annual Conference July 13 - 15 in Virginia Beach, VA

- Need to know who can attend by this week.
- Travel costs are covered.
- 1 spot available, new Commissioners who have never attended before get priority.

5. **New Business**

A. Santa Clara Players

- Description: Request for Payment in the amount of \$1,462.50, Performance of 7-10 Split. George Doeltz presented.
- Commissioner Beavers moved to approve, Commissioner Bhatia seconded; motion approved.
- Decision: Approved Unanimously

B. Presentation by Community-Based Organizations Requesting Funding for the 2017-18 Fiscal Year:

- 7:15 p.m.: Triton Museum of Art - Preston Metcalf, Curator and Jill Meyers, Executive Director

- City of Santa Clara funding allows museum to be free - available for students and others who may not otherwise be able to afford admission, projects, events, concerts, etc. Teen studio classes, brown bag sessions with artists, etc. The museum is a place where people can learn, interact, appreciate art. Want to give visibility to underrepresented groups in the next year - "Arts Abled" (blind, disabled, veterans, Dorothea Lange exhibit)
- Commissioner Bhatia had a question about the increase in proposed program salaries/fees - Personnel, marketing spend. Fundraising/development decreasing to balance.
- Action item: Requested Triton share or present their marketing outreach plan so Commission can help them with some ideas to increase their attendance.
- 7:25 p.m.: Santa Clara Players - George Doeltz - President, Board of Directors
 - Still planning for next year; maybe an Agatha Christie play, and a Canadian one, and The Christmas Mouse (for kids); Extremities in July (about rape), all proceeds will go to YWCA. Trying to bring in the younger crowd, but need their board approval.
- 7:35 p.m.: Santa Clara Chorale - Chantelle Urbina, Business Manager
 - IRS lists them as non-profit, but state does not. We have unpaid invoices, etc. Ron is president, signer; trying to clear this up, may need to go to Sacramento to deal with the issue in person.
 - Audience is aging. Usual venue is Mission Santa Clara, which is a pedestrian location. Pushing for younger membership, getting audience members in 20s and 30s now. Some performances targeted toward children. Younger, social media savvy volunteers helping with outreach (Facebook, YouTube, etc.). Doing more e-blasts, phasing out direct mail. May open up an internship for someone to help with social media & digital marketing.
- 7:45 p.m.: Santa Clara Ballet - Melissa Kim & Deborah Hassy
 - This year 44th annual Nutcracker - traditional version. Big increase in Facebook followers after last Nutcracker due to increase in posts, ads; Twitter & Instagram followers growing, too.
 - Suggested opportunity to partner with SCUSD - Jennifer D. Lots of low-income students lack regular access to the arts, like ballet. Free tickets for those students can garner more interest.
 - No spring show this year, just a parent demo - gets kids excited for coming Nutcracker. About 75 dancers from the Bay Area. Next year spring show scheduled for June - some kind of multicultural event with dancers of other genres.
- 7:55 p.m.: Chamber Music Silicon Valley – Ray Furuta
 - Ray Furuta presented plans for 2017- 2018 budget request. \$10,000.
 - Commissioner Bhatia asked how many performances are at Triton to consider sharing Cultural Commission's allocations for Triton with Chamber music to bring down total request. Ray suggested 5 which could save about \$2500-\$3000
 - Audience is usually 200 people or less. Intimate performances. This is the first year they've had year-round performances - all at Triton Museum, ~80 people per concert. Family friendly, mixed demographics
 - 3 major concerts next year - Cleveland pianist, all 6 Brandenburg concerti, Bridget Kibbey (harpist)
 - Seeking guidance on where to perform, what other community organizations to work with to do outreach - Bill Wilson Center, Kaiser Permanente (has a

- piano), JW House, senior center, Don Callejon school (no language or arts programs)
 - Marketing via Facebook and Twitter
 - Funds requested are specifically for shows, not any salaries.
 - Had requested \$3000 in September. We approved \$500 per show, if our funding was approved. Want to see if that money can be reallocated for June 8 festival - 11 7:30 each day except Sun. 5 pm. Noon performances at university each day. Classical music in nightclub setting.
 - Action: Commission to review minutes and review whether or not to release those funds or bundle in for next year's request.
- C. Marketing material (banners/fliers/etc.) and Commissioner attendance at SCU Global Village on April 9, 2017
 - We have a table assigned to us, currently empty. We are sponsoring the band Orquesta Latin Heat 2:30 - 4:00. Chair Forte will introduce and make sure they're set up properly. Miss Santa Clara and Miss Outstanding Teen are penciled in to be there, give presentation right before the band goes on. Handing out scholarships, talk about events. Commissioner Bhatia will coordinate and update SCU MCC team.
 - Event is 11 - 4. Need table staffing 10 - 3. Commissioners Beavers & Willbanks 10 - 12; Commissioner Samara 11 - 1; Commissioner Fehrer afternoon; Commissioner Bhatia all day (but not setup); Chair Forte after 1
 - Marketing subcommittee to ask organizations for their flyers, brochures, etc. If they want to show up, great.
 - Review artwork for popup banner (Commissioner Bhatia) - multicultural children, and add an average California kid, need high-res City logo - need to be done Wed. EOD
 - Commissioners Fehrer and Samara to work on one-pager to represent Cultural Commission, will send to Elizabeth for review
- D. Commission event updates at 2nd City Council meeting each month
 - Need to create a slide - addressing the public, people who will spread the word for us. Include link to all events. Slide needs to be ready & submitted the Wednesday before.

6. Unfinished Business

- A. City Marketing Committee update (5 minutes)
 - Presented Tour de Globe, everyone wants to be part of it. Commissioner Bhatia giving us a packet to read and study.
 - Future Commission meetings will be broadcasted live for the public
 - Rivermark Moms/Northside Library Easter Egg Hunt – Discussion of which organizations we can/can't partner with. Need to determine this.
- B. Update on Tour De Globe Festival – scope and responsibilities
 - Packet didn't get printed; will follow up via email
- C. Marketing sub-committee update (5 minutes)
 - May - Asian Pacific Islander Heritage Month - Noodle Cook-Off at Whole Foods (Diversity is Delicious series) - need MC & some more contestants. Irvine Company will also promote to whole distribution list. Ideally we would have 3 contestants to submit to Whole Foods.
 - Overview document provided
- D. Commemorative month sub-committee update (3 minutes)
 - See packet – overview. Draft plan shared. Ideally working 2-3 months out.
- E. Friday Night Live sub-committee update. (5 minutes)
 - We will get some performances from Sangam Arts.

- Want to start using different locations. SES Hall stage doesn't work for everything. Don Callejon is an option. Senior Center, Triton Museum.
 - Action item: Elizabeth to work on food trucks
- F. Presentation of list of some of the current sub-committees with descriptions for study (2 minutes). Will be uploaded to Google Drive.
7. Board Meeting Liaison Commission Report
- A. Triton Board Meeting – March 23, 2017 (Commissioner Bhatia)
- Next Meeting Thursday, April 13, 2017, 4:30 p.m. Triton Museum - Commissioners Bhatia and von Huene attending
- B. Sister Cities Association Meeting – March 21, 2017 (Louis)
- Next Meeting Tuesday, April 18: Headen-Inman House 7:00 PM - Commissioner attending
 - We are invited to all of their events. See website.
8. **Commissioner Reports**
- A. Commissioner Beavers - Music themed cruise nerdboat.com
- B. Commissioner Bhatia - Game of Thrones concert
9. **Conference and Attendance Reports**
10. **Adjournment:** The meeting adjourned at 9:30 p.m.
- A. Adjournment to Special Meeting: Monday, April 24, 2017, 7:00 p.m. – Budget
- B. Next Regular Commission meeting – Monday, May 3, 2017, 7:00 p.m.