



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

Staff: Christine Jung, Ruth Shikada

Guests: Usha Srinivasan, Sangam Arts
Ray Fururta, Chamber Music Silicon Valley
Ron Paradies, Santa Clara Chorale

Matters for Council Action: None.

1. Call to Order/Roll Call

Called to order at 7:03 p.m.

2. Public Presentation

None

3. Approval of Minutes

A. Approval of February 6, 2017 Meeting Minutes

Commissioner Samara moved to approve, Commissioner Forte seconded, and the minutes were approved unanimously by all Commissioners present.

B. Approval of April 24, 2017 Meeting Minutes

Approved by Commission with the following Amendments:

- Correction: Item 5.A. (last bullet on the page), it was decided that Sangam Arts will request the permit and it will be added to the event budget. The total budget for the event is \$14,100, which does not include the permit fee of \$750. Other items that were removed included discussion about the \$10,000 for Tour de Globe and Friday Night Live as the numbers are inaccurate.
- Correction: Item 5.C regarding the May 20th Noodle Cook-off should be amended as follows: "If we don't get enough people applying, we will ask our own personal friends and family members, but family members would not be able to accept the prizes money."
- Motion made by Commissioner Beavers to approve the meeting minutes as amended, without addressing Section 5.B (Proposed Budget for FY17-18), and move that budget discussion from the Approval of Minutes position on the Agenda to Item 5.E (New Business). Motion was seconded by Commissioner Bhatia, and the minutes were approved unanimously.

4. Correspondence/Communications

None

5. New Business

A. Approval of ENine Media Invoice Dated 04/10/17 for Banner Design (\$250.00)

- Motion to approve was made by Commissioner Beavers, seconded by Commissioner Fehrer. It was approved unanimously.

B. Elect New Secretary

- This position is vacant since Commissioner Willbanks resigned. Commissioner Beavers nominated Commissioner von Huene as Acting Secretary until new elections take place at the June meeting. Commissioner Bhatia seconded the motion, and Commissioner von Huene accepted the nomination. The motion was passed unanimously.

C. June 17th Event (Sangam Arts)

- The name of the event is changed from “Viva! Santa Clara” to “Celebrate!”.
- The special event permit will be on the City Council’s May 16th agenda. Sangam Arts needs the contract to be executed and the special event permit to be approved by Council before the event can be advertised. The Contract requires general liability insurance, but Sangam Arts still needs clarification as to which elements are required for service providers. Food trucks have their own licenses, but ABC license must be approved for Mariani’s to serve alcohol.
- Since the timeline for approvals and marketing is so short, the backup plan is to move the date from June 17th to July 8th. As long as contracts are signed prior to June 30th, FY16-17 funds can still be used. Once City Council approval is granted, promotion for the event with the Cultural Commission logo could begin on May 17th. Motion made by Commissioner Samara to push the date to July 8th, motion seconded by Commissioner Beavers, and the motion was unanimously approved.
- Motion was made by Commissioner Beavers to add \$720 to the event budget, to be paid to Sangam Arts for the special event permit. Commissioner Bhatia seconded, and the motion was unanimously approved.

D. Americans for the Arts Conference

- Currently three Commissioners (Bhatia, Fehrer and Forte) are registered for this conference (San Francisco, June 16-19). Commissioner von Huene would also like to attend, but this requires a vote. It was recommended that Staff Liaison Christine Jung should also try to attend.
- Motion made by Commissioner Beavers to allow more than three commissioners and Staff Liaison to attend the conference. Commissioner Samara seconded the motion, and it was unanimously approved.

E. Budget

- Santa Clara Chorale: Ron Paradies is working diligently to try to get the State 501(c)3 status resolved. Both Federal and State status was revoked in a prior year, and while Federal was reinstated retroactively there has been no such confirmation of State status. However, they are a viable corporate entity according to the California Secretary of State.
 - Action Item for Staff Liaison: Confirm whether State non-profit status is required if Federal status is confirmed, and whether budget approval is conditional on this status. The tax status needs to be resolved by the end of June to get FY16-17 funds released. If the funds are not released, they will go back into the general fund.

- Santa Clara Players: The Budget Addendum should read that it is suggested to include members of the Cultural Commission Santa Clara Players board meetings, rather than this being a condition of budget approval. Santa Clara Players was budgeted for 7,xxx in FY16-17 but only \$5,850 was funded in the previous year.
 - Action Item for Staff Liaison: Research what the FY16-17 amount was by the next meeting. This does not change the request for FY17-18.
- Motion to combine External Organizations into a collective budget line item, but with respective line items still visible, was rescinded until there is more information on how these items are reflected in the actual City budget.
- Art in Public Places: Traditionally this event has been budgeted at \$8,000 every year, but it did not happen in FY16-17 event due to staff turnover. Motion to re-ask for this allocation made by Commission Bhatia, seconded by Commission Beavers, and was unanimously passed.

F. Commissioner Assignments

- Sub-committees
 - New members were added to the various subcommittees and updated on the Google drive.
- June 17th Event (now July 8th)
 - Sub-committee: Commissioners Bhatia, Eversley, and von Huene
- Concerts in the Park
 - Banners for concerts in the park need to be initiated by Staff Liaison, and displayed at four stations around the city. The City also needs to prepare a banner to hang behind the band.
 - Action Items for Staff Liaison: Prepare fliers and find banners

G. Monthly Update for May 16, 2017 Council Meeting

- Chair Forte to present PowerPoint update

H. Updates from the April Marketing Committee Meeting (Commissioner Beavers)

- To put up a new billboard, you have to pull down three and it will be replaced with a digital billboard.
- Working on the website to make it ADA compliant, a PR firm was selected. The Marketing Committee needs to find out what kind of formatting is required for the current billboard by Great America on 101, as the City gets 15% of the time on that billboard, and we should be able to use it.
- Marketing the City of Santa Clara is super competitive as there are so many neighboring cities. There is an interest in upgrading the swim center and the convention center. It was also noted that the City needs more hotels.

6. Old Business

A. May 20th Noodle Cook Off Event

- There are currently only two teams competing, and there needs to be at least three. Commissioners will continue to ask social and community networks to compete.
- Performers were submitted by Commissioner Bhatia. Commissioner Beavers moved to accept those performers, Commissioner Bhatia seconded, and the motion was unanimously approved.
- Commissioner Assignment – Commissioners Batia, Fehrer, Forte
- This event needs to be added to the City's website.

7. Upcoming Events

- A. On the Activity Guide, times are wrong so it must be clear in our communications.
- B. Friday, June 16th – Concerts in the Park – Central Park
 - Private Label Band – high energy rock/dance music, 6:30 – 8:00 pm
 - Commissioner Assignment – Commissioners Beavers, Forte, von Huene (and Commissioner Bhatia following attendance at Americans for the Arts conference)
- C. Street Dance – Aug 4
 - Staff Liaison will coordinate and plan the logistics. Commissioners will need to arrive early once the street is blocked off to help to manage placement.

8. Commissioner Reports

- A. Commissioner von Huene attended the “Art and the Art of Placemaking” event hosted by the City of Santa Clara’s Community Development Department at the Triton Museum on Thursday, April 27th. She also attended the Mountain View Center for Performing Arts/Theatreworks production of “Rags”, a musical about immigrants in turn-of-the-century New York on Saturday, April 22nd.
- B. Commissioner Samara also attended “Art and the Art of Placemaking”. He noted that the City of San Jose uses a tool called Café, a national artist clearinghouse, to develop a permanent roster of artists and performers.
- C. Commissioner Bhatia was the judge at a Chile Cook-Off at Magnolia charter school (a joint event between Santa Clara and Sunnyvale).
- D. Chair Forte was one of the judges at the Artistic Discovery Contest, a nation-wide high school arts competition sponsored by the Members of the U.S. House of Representatives. The judging for our district took place in Rep. Ro Khanna’s office.
- E. Commissioner Beavers attended the STEM event at the Santa Clara City Library on Saturday. Commissioner Beavers also met with “Suds” Jane who has proposed a 1% fee on new development for the Cultural Commission. The City of San Francisco did it wrong, and it’s possible that Prop 26 will influence Santa Clara’s ability to levy it.

9. Conference and Attendance Reports

- A. Commissioners Beavers, Bhatia, Fehrer, Forte, Samara, and Willbanks attended SCU’s 31st Annual Global Village event. Miss Santa Clara (Tori Votino) and Miss Santa Clara Outstanding Teen (Jennifer Smith) both made appearances at the Cultural Commission booth and talked about scholarship opportunities. Orquesta Latin Heat performed.
- B. Commissioners Beavers, Bhatia, Forte, Samara, and von Huene attended the Free Friday Night Live: Flamenco performance at SES Portuguese Hall of Santa Clara, which featured Emmy award-winning Choreographer and Dancer Yaelisa. A diverse crowd of about 300 people attended, including many families.

10. Board Meeting Liaison Reports

- A. Triton Board Meeting
 - Last Meeting: Thursday, April 13, 2017 (attended by Commissioner Bhatia)
 - Open questions: The Triton is concerned about how to increase the amount of diversity in the art they own. They are excited about the Cultural Commission’s commemorative series. Commissioner Bhatia recommended that they put one art piece in the core area and make that the focus for the month, which would appeal to that culture and that community each month.

- They are also worried that they're not getting enough support with their classes. Commissioner Bhatia suggested Facebook groups, such as You Know You're From Santa Clara, Rivermark Moms, and others.
- Commissioner von Huene corresponded with Executive Director Jill Meyers to suggest that the community mural (which will be painted at the July 7th Celebrate event) be displayed in the Triton for a period of time beginning July 8th.
- Next meeting: Thursday, June 22, 2017 5:00 p.m. to 7:00 p.m. at Triton Museum (Board Meeting & End of Year Celebration)

B. Sister Cities Association Meeting

- Last Meeting: Tuesday, April 18, 2017 (attended by Commissioner Beavers)
 - The "Nagpur First" ambassador also attended. The Association has two kids going to the Sisters City International conference in Virginia. Councilwoman Debi Davis and Commissioner Samara will attend the conference. Keith Stattenfield joined the board, and he is now in charge of the Art & Wine booth.
 - Meetings are moving to 3rd Thursdays of the month starting in May.
- Next meeting: Thursday, May 18, 2017 at 7:00 p.m. at Headen-Inman House

11. **Adjournment:** The meeting adjourned at 9:43 p.m.

12. **Adjournment** to next meeting: Monday, June 5, 2017 at 7:00 p.m.