



**Revised Agenda**

Moved Item 5.A.iii to Item 6.A

**Agenda**

**Monday, November 6, 2017, 7:00 P.M.**

1. Call to Order and Roll Call
2. Public Presentation  
*This portion of the meeting is reserved for persons to address the Cultural Commission on any matter on the agenda. The law does not permit Cultural Commission action on, or extended discussion of, any item not on the agenda except under special circumstances. Commissioners or the staff liaison may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting. Please limit your remarks to 3 minutes.*
3. Approval of October 2, 2017 Meeting Minutes. (2 minutes)
4. Correspondence & Announcements (3 minutes)
5. Consent Calendar (2 minutes)

The items listed on the CONSENT CALENDAR are considered routine and will be adopted by one motion. There will be no separate discussion of the items on the CONSENT CALENDAR unless discussion is requested by a member of the Commission, staff, or public. If so requested, that item will be removed from the CONSENT CALENDAR and considered under CONSENT ITEMS PULLED FOR DISCUSSION.

- A. Updates to Note and File
  - i. Sub-committees
  - ii. External Boards and Committees

6. Ongoing Business
  - A. Current Budget Status
  - B. Update from Santa Clara Sister Cities Association Representative (5 minutes)
7. Old Business
  - A. December 1<sup>st</sup> Tree Lighting Event (5 minutes)
  - B. Update from Joy of Sewa (5 minutes)
  - C. Sculpture Exhibit Theme (5 minutes)
8. New Business
  - A. Presentation on Commission History and Practices – Clarence Robert Tower (<15 minutes)
  - B. Request for Reimbursement for 6/3/16 Grupo Folklorico Los Laureles Friday Night Live Event (\$500.00) (3 minutes)
  - C. Funding Application Changes (5 minutes)

- D. Public Social in December (5 minutes)
- E. Meeting Length Limitation Proposal (5 minutes)
- F. Dissolution of Current Sub-committees and Creation of New Sub-committees and Membership (15 minutes)

9. Consent Items Pulled for Discussion

10. Adjournment to next meeting: Monday, December 4, 2017, 7:00 P.M.

## 11/6/17 Consent Calendar Sub-committees Updates

### **Arts Impact Fee – Item tabled from last meeting**

Recommendation already provided to Council to have staff investigate.

### **Art in Public Spaces – Item tabled from last meeting**

Will be discussed during Agenda Item #7C

### **Chalk Art Report – Item tabled from last meeting**

With Rotary BBQ, Santa Clara University, International Festival, or otherwise.

### **Commemorative Month Sub-committee Report – Item tabled from last meeting**

November is Sikh Heritage Month (Awareness and Appreciation Month)

- It will be recognized in the City Council meeting on November 7.
- For the sixth consecutive year the California legislature, led by Assembly Member Ash Kalra, has approved a resolution (ACR 122) designating November as California Sikh American Awareness & Appreciation Month. There are efforts under way for the national level recognition.
- Statement: State of California and City Santa Clara recognize November as **Sikh Awareness and Appreciation Month**. Since the 1890s Sikh pioneers have made significant contributions to California in Farming, Technology, Transportation, Entrepreneurship, Community and Social Issues and more. Did you know the Father of Fiber Optics is a Sikh living in the Bay Area? He is Dr. Narinder Singh Kapany. The largest raisin grower is a Sikh, Charanjit Singh Bath. 99% of turban wearers are Sikh. The recognition affords Californians the opportunity to understand, recognize, and appreciate the rich history and shared principles of Sikh Americans.
- Events being organized by Joy of Sewa and co-sponsored by Santa Clara Cultural Commission. Events can be found on FB and City Calendar.

### **Native American Heritage Month**

The Library of Congress, National Archives and Records Administration, National Endowment for the Humanities, National Gallery of Art, National Park Service, Smithsonian Institution and United States Holocaust Memorial Museum join in paying tribute to the rich ancestry and traditions of Native Americans. What started at the turn of the century as an effort to gain a day of recognition for the significant contributions the first Americans made to the establishment and growth of the U.S., has resulted in a whole month being designated for that purpose. Since the mid 1910s various individuals requested a day an American Indian Day to set aside a day for the “First Americans” and also request they been seen as Citizens. The first time it was recognized was in 1916. Later In 1990 President George H. W. Bush approved a joint resolution designating November 1990 “National American Indian Heritage Month.” Similar proclamations, under variants on the name (including “Native American Heritage Month” and “National American Indian and Alaska Native Heritage Month”) have been issued each year since 1994. Source <https://nativeamericanheritagemonth.gov/about/>

### **Community Mixer Sub-committee Report**

Need to begin planning the next one

### **Concerts in the Park Sub-committee Report**

Lost Mission College Symphony. Eversley Forte is following up on the necessary bands for next year for now.

**Friday Night Live Sub-committee Report – Item tabled from last meeting**

Grupo Folklorico Los Laureles in November, the next FNL is in February.

**Halloween Decorating Competition Sub-committee Report – Item tabled from last meeting**

Debra Von Huene went around with Council Member Debi Davis and Jennifer Yamaguma Friday night, to 21 houses. Two winners were selected (scariest and most original), and there was an honorable mention in each category as well. Three additional winners were determined by most number of likes on Facebook. The winners received a decorative yard sign. A full report of the results is on the city website: <http://santaclaraca.gov/residents/events/halloween-homes-decorations-contest-2017>. The winners will be invited to the November 7th City Council meeting to be recognized.

**International Village Sub-committee Report**

Daniel Peck, MCC President, has provided initial response. Will be setting up meeting to introduce the Facilities director to complete evaluation. Researching venues and cost/benefit analysis of each.

**Keep Santa Clara Clean Sub-committee Report – Item tabled from last meeting**

Approved applicant Elizabeth Unpingco is unable to start or complete the assigned box. She cited logistical issues for her, and withdrew her application.

**Marketing Sub-committee Report – Item tabled from last meeting**

Partner's CC Marketing Requirements document added to the shared folder

This Quarter's focus:

1. Billboards- sculpture exhibit, FNL, Celebrate - International Festival
2. CC Events Page
3. Marketing Calendar

Contact Person: Maria Le is the person to contact for city assistance.

**Street Dance Sub-committee Report – Item tabled from last meeting**

Look for prospects for band. Decide 2018 date for calendar.

## **11/6/17 Consent Calendar External Boards and Committees Updates**

### **City Marketing Committee report – Item tabled from last meeting**

- The website redesign is proceeding apace. There wasn't an example to show the committee because the City Marketing team liked bits of each proposal from VISION, so VISION was going to recompile those suggestions into a new coherent proposal. They are reworking the color palate of the website to emphasize the official colors differently. The website will appear less government-y, and feature aspects as recommended by the citizens and stakeholders. Stakeholders, various city departments, and commissions will be offered classes in writing standards and formats for website publishing.
- For the Halloween Decorating competition the committee discussed prizes, which may include tickets for GA Winterfest, since GA Halloween Haunt concludes prior to the competition. Judges to drive around looking at various displays the Friday prior to Halloween.
- Mission College is opening a new engagement center 2018/01/28. 2017/10/30 begins STEM week.
- Great America reports that Halloween Haunt is more popular every year and looks for Winterfest to follow suit. Concrete was poured for a new roller coaster, which will open in the spring.
- Santa Clara University is increasing art events and concerts. They are also searching for a Marketing Manager, and a part-time Office Manager.
- The Triton Museum will have their annual Halloween event 2017/10/26. They have a 2D art competition coming up. Early 2018, they will host an antique road show type event.
- Silicon Valley Power continues to publicize electric vehicle charging stations. They are teaming up with Great America to power up their Winterfest tree.
- The Chamber of Commerce is working on economic development with a variety of events connecting job seekers to employers.
- The Santa Clara Unified School District has several students that are in the running for Merit Scholarships, and a few accepted to Ivy League Universities. Peterson Middle School is going to start developing their farm. There are several STEM events happening.

### **Sister Cities Association Board Meeting – Item tabled from last meeting**

No report

### **Triton Board Meeting Report – Item tabled from last meeting**

The Triton board didn't officially meet in October, but they did have a social event.

### **Other Commissions – Item tabled from last meeting**

No report