



**Commissioners Present:** Loretta Beavers, Harbir Bhatia, Eversley Forte, Louis Samara, Debra von Huene, Niha Mathur

**Staff:** Christine Jung

**Guests:** Raj Chahal, Santa Clara Sister Cities Association  
Balraj , Joy of Sewa

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**Matters for Council Action: None**

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1. Call to Order and Roll Call
  - A. Called to order at 7:01PM
2. Public Presentation
  - A. None
3. Approval of July 10, 2017 and July 24, 2017 Special Meeting Minutes.
  - A. Motion to modify 7/24/17 meeting notes for matter for City Council section to change owner to Staff Liaison.
  - B. Motion to approve minutes for July 10, 2017, seconded, and approved unanimously.
  - C. Motion to approve minutes for July 24, 2017 with amendment listed about, seconded, and approved unanimously.
4. Correspondence & Announcements
  - A. None
5. Unfinished Business
  - A. Santa Clara Sister Cities Association - Request for Payment in the Amount of \$5659.00
    - i. Raj Chahal gave a brief history of the 3 programs.
      - Izumo, Japan trip highlights will be presented on August, 29, 2017
      - Sister City International Conference summary from students will also be presented August, 29, 2017
      - Requesting for \$5,659.00 for 2017-2018 budget
    - ii. Motion to approve budget, seconded, and approved unanimously.
  - B. December Tree Lighting Programming and Ice Rink Programming
    - i. These are two separate events
      - Tree Lighting is Dec 1, 2017: Parks & Recs is requesting Cultural Commission to help find local programming for about 30 minutes
      - Ice Rink Programming: *Staff Liaison to find out more details*

- ii. Motion to agree to help with cultural programming once we get more details on dates/timing/cost/logistics, seconded, and approved unanimously.
  - C. Art & Wine Festival – September 16<sup>th</sup> and 17<sup>th</sup>
    - i. Discussion to see if we should have an interactive booth staffed with Cultural Commissioners and organizations (i.e., Ballet, Santa Clara Chorales) we sponsor present
    - ii. Motion to have Cultural Commissioners at the booth with the support of the organizations we sponsor, seconded, approved unanimously
  - D. Review and Status of Strategic Planning: Priorities, Inputs to Programming, and Next Steps
    - i. Next steps are to finish values and goals documentations.  
Raj Chahal asked if the utility box art could potentially be open with Sister Cities. Staff Liaison will send Raj the application which Cultural Commission will then review.
6. New Business
- A. Guadalajara Guadalajara – Danielle Aguillar and Obudia Esparaza
    - i. This is a travelling group that is coming to Santa Clara University but there are conflicts with August 18, 2017.
  - B. Joy of Sewa Partnership for S.A.A.M.
    - i. Joy of Sewa presented last year's summary. There was positive response from the community. They were requested to come back again this year for more, and also to consider participation in Tree Lighting activities. The group presented their 2017 Plan and requested Cultural Commission to co-sponsor the events. No funds were requested. They only want the Cultural Commission to co-promote as a sponsor/partner, and support if and when needed with venues, programmatically, City etc. Co-sponsoring marketing would be the same as last year: website, digital billboard, on highway 101, electronic billboard on 237. They are coming in advance to start publicizing.
    - ii. For Dec 1st Tree Lighting, JOS would like to participate as a part of the festivities per the request last year, vs. having a separate event. They can provide dance performances, booths and activities, etc. They would like to have 2 booths if possible for interactive activities, etc. Cultural Commission would like them to provide the cultural performances, like the Hip Hop Bhangra.
    - iii. Action Item for Staff Liaison: Cultural Commission wants clarification about how much time is slotted for the performance and to how to proceed. Either Cultural Commission should connect Joy of Sewa to Parks and Rec Commission or Joy of Sewa will reply to Roseanne and cc Staff Liaison.
    - iv. Volunteer at the Art and Wine event: Joy of Sewa volunteers agreed to help man the booth at Art and Wine Festival. Staff Liaison to provide information on the logistics. Motion was unanimously approved.
  - C. August 29, 2017 Council Meeting (monthly report)
    - i. Aug 29<sup>th</sup> meeting – The Commission will present Council with updates and upcoming events.
  - D. Halloween Competition
    - i. Concern about whether or not people will put up the items that far in advance. Recommend entries in by Wednesday, judging on Thursday, and tabulation on Friday.
    - ii. Prizes: Great America Tickets for Halloween haunt. Need to determine how many will be provided for 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place.

- iii. Initial graphic and marketing flyer will be provided by Halloween Subcommittee. Commissioner Samara agreed to provide a flyer a couple days before the Marketing Committee meeting.
    - iv. Open item: judging logistics
  - E. Prep for Annual City Council Dinner – September 12<sup>th</sup>
    - i. A report of our achievements, recommendations, plans, and strategy for the coming year should be prepared.
    - ii. Would like to book the SVP Administration Conference room for Sept 7<sup>th</sup> 2:30-5:00 PM for dinner planning meeting.
  - F. Layout the High Level Budget for 2017-2018 Programs
    - i. Reviewed the budget layout for the year based on proposed plans and expected events. Per the analysis, up to \$750 of left over funds would be allocated to the Community Mixers.
    - ii. The remaining estimated budget ~\$5900 would allow for the additions needed for the International Festival and other possible event development. See the analysis per the document shared during the meeting
- 7. Ongoing Business
  - A. Current Budget Status
    - i. Was covered in Item 6F
- 8. Subcommittee Reports
  - A. Marketing:
    - i. Ongoing, Event Based, Templates, Assets:
      - Shared current status of marketing assets and where templates are need. Overview document provided by Commissioners von Huene and Bhatia
  - B. Art in Public Places
    - i. Sculpture Exhibition Proposal
      - Reviewed proposal. Suggestion to add the theme “The American Experience and Building Heritage”.
      - Theme to be finalized
    - ii. ArtaBus
      - Should consider form of interactive programming.
  - C. International Village
    - i. High Level Scope and Potential Months
    - ii. Agreed to May and will be presented to Marketing Committee.
  - D. Commemorative Months:
    - i. August: Muslim Awareness and Appreciation Month
    - ii. September: Latin Heritage Month
    - iii. October FNL Aztec performance will be in theme of National Hispanic Heritage Month
  - E. “Celebrating our Diverse Communities” Community Mixers
    - i. Proposed event with Project for Public Spaces in September/October at City Hall Commission prefers late October to do a joint activity. Since the others are too short notice and we need to finalize scope if it’s possible. Up \$250 approved to support the event.

- F. Friday Night Live:
    - i. List of planned events
    - ii. Location Updates: October to November events will be held at SES Hall and February to April events will be held at Triton. May performance contract with Xpressions needs to be closed and the location still needs to be finalized.
  - G. Friends of the Commission Status
    - i. "Friends of the commission" will use the standard process for volunteers, which includes getting fingerprinted. Staff Liaison is adding the "Cultural Commission" as a tab under the City Manager's Office in the City's online volunteer webpage.
  - H. Keep Santa Clara Clean: Utility Boxes
    - i. Locations to be provided by Staff Liaison.
  - I. Summer Concert Series
    - i. The upcoming Sunday band had to cancel. Commission approved using Megatonnes to replace them. Rockin' Blues Express toys/giveaways was a hit with children. Special needs organization enjoyed the opportunity and wants to explore how to do more for their groups. The Rockin' Blues Express offered to provide a free concert at the Senior Center.
  - J. Arts Impact Fee Research
    - i. This needs to be supported by City.
  - K. Chalk Art Festival
    - i. Potentially doing it at the Rotary BBQ, or again at Santa Clara University's Global Village, or explore other places. Need to finalize.
  - L. Street Dance
    - i. Band was well received. Some suggestions include having string lighting across the trees to make it more festive. It was a good event for everyone. It would be good to have a script next time.
    - ii. Anna from Illusive Comics can get us free performers like Start Troopers at the next Street Dance.
9. Commissioner Reports
- A. Americans for the Arts Conference Attendee Report (Commissioner Fehrer)
    - i. Deferred until next regular meeting
  - B. Sister Cities International Conference Attendee Report (Commissioner Samara)
    - i. Commissioner Samara shared that it was a good experience. City wants to explore how to partner with more cities as a Sister City. Topics at conference included: how to share resources and marketing, videoconferencing tools, and how to utilize the institutions in the city like Universities.
  - C. Personal Culture Reports
    - i. Santa Clara Heritage Month and Special Needs and Disability Month should be added to Commemorative Months list
10. Board Liaisons
- A. Triton Board Meeting
    - i. Next Meeting: Thursday, August 24, 2017 4:30 to 6:00 p.m. at Triton Museum. Commissioner Beavers will attend the meeting.
  - B. Sister Cities Association Board Meeting
    - i. Last Meeting: Thursday, July 20, 2017 at 7:00 p.m. at Headen-Inman House (Commissioner Samara)
      - Commission Samara was not able to attend.
    - ii. Next Meeting: Thursday, August 17, 2017 at 7:00 p.m. at Headen-Inman House

C. City Marketing Committee

- i. City Survey in progress: How people want to be communicated with. Will be surveying people at Santa Clara Art and Wine Festival.
- ii. New website: The website will be wired framed in September for go live in Jan or Feb 2018

D. Other Commissions

11. Dates of Upcoming Events and Assignments

A. Planning meeting September 18<sup>th</sup> @ 7:00 p.m.

B. Cultural Commission Events

- i. August 13<sup>th</sup> 2:30-4:00 P.M.: Daze in the Green (Commissioners **Forte**, Bhatia)
- ii. August 18<sup>th</sup> 6:30-8:00 P.M.: The Hitmen (Commissioners **Samara**, Bhatia)
- iii. October 13<sup>th</sup> 7:30-9:00 P.M.: Tezkatlipoka Aztec @SES Hall
- iv. November 3<sup>rd</sup> 7:30-9:00 PM: Grupo Folklorico Los Laureles @SES Hall
- v. February 2<sup>nd</sup> 7:30-9:00 P.M.: Tabia @Triton
- vi. March 2<sup>nd</sup> 7:30-9:00 P.M.: Broceliande @Triton
- vii. April 13<sup>th</sup> 7:30-9:00 P.M.: Charged Particles @Triton
- viii. May 4<sup>th</sup> 7:30-9:00 P.M.: Xpressions (Location @TBD)

12. Adjournment to Next Meeting: September 18, 2017 at 7:00 p.m. (Special Meeting)