



Agenda

Monday, December 4, 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. Correspondence & Announcements (2 minutes)
 - A. Welcome new Cultural Commissioner Candida Diaz
4. Approval of November 6, 2017 meeting minutes. (2 minutes)
5. Approval of 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 Council, 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 (5 minutes)
 - B. Update from Santa Clara Sister Cities Association Representative (5 minutes)
 - C. Update from International Festival sub-committee (5 minutes)
 - D. Street Dance date and band (3 minutes)
 - E. Update from AiPP: Sculpture Competition sub-committee (5 minutes)
7. Old business
 - A. Halloween sub-committee wrap-up and dissolution (5 minutes)
 - B. Tree Lighting event update (5 minutes)
 - C. Update from Joy of Sewa (5 minutes)
 - D. Dissolve 2018 Utility Box sub-committee (2 minutes)
8. New Business
 - A. Presentation on Commission History and Practices - Clarence Robert Tower (<15 minutes)
 - B. December 16 Public Social logistics (10 minutes)
 - C. Event evaluation form (5 minutes)

D. Presentation to Council on December 19

9. External Boards and Committee Meetings/Events

A. Santa Clara Marketing Committee

i. December meeting cancelled.

B. Santa Clara Sister Cities

i. Winter Potluck, December 10, 5-7 p.m.

C. Triton Museum

i. Winter Wonderland Member Appreciation Party, December 7 @ 6:00 p.m.

10. Consent items pulled for discussion

11. Adjournment to next meeting: Saturday, December 16, 2017, 12:30 p.m., Machado Park

12/4/17 Consent Calendar A.i. Sub-committee updates

Commemorative Month FY 2017-2018 sub-committee update

- Human Rights Day, December 10. Human Rights Day is observed each year to commemorate the adoption of the Universal Declaration of Human Rights (UDHR) by the United Nations General Assembly on December 10, 1948.
- Bill of Rights Day, December 15. The California Department of Education (CDE) encourages you to recognize December 15, 2017 as Bill of Rights Day. President Franklin D. Roosevelt designated Bill of Rights Day as December 15 in 1948.

Community Mixer FY 2017-2018 sub-committee update

Need to begin planning the next one.

Concerts in the Park 2018 sub-committee update

Band contracts are on hold due to updated procedures.

Friday Night Live FY 2017-2018 sub-committee update

No update

Keep Santa Clara Clean 2017 sub-committee update

Dissolving for the winter. Will reform in February.

Marketing FY 2017-18 sub-committee update

No update

12/4/17 Consent Calendar A.ii. External board and committee updates

City Marketing Committee update

- City staff continuing to work on website redesign with VISION. Hope to have a mock-up to present at next meeting. City staff looking to build photo library featuring stakeholders. To this effect, they request that stakeholders send them pictures. Attending citizens reasserted the need for the website to be easy to understand and navigate, and various city-related sites to be run by city staff, and not special interests.
- The committee discussed the logistics of offering a Welcome Packet to new businesses and/or citizens. Silicon Valley Power offers some good information, but more is needed. New resident packets would be tricky, due to churn of 400-1000 households each month.
- The city wishes to team up with the Chamber of Commerce and NOVA to offer a city-wide job fair. The Chamber of Commerce is looking for help from various stakeholders. The Civil Service Commission would like a government job aspect. Attending citizens suggested including non-profits seeking volunteers. The Convention Center will host the event.
- Mission College reports it is working with Santa Clara University to jointly host and promote concerts. A Mission College student team won top prize at the Hackathon. New building opening in January. Looking forward to hosting Cultural Commission's Celebrate! International Village event.

- Convention Center is doing well, holding a high number of events. Reminds everyone that the Santa Clara Ballet will be hosting the Nutcracker there December 8-10.
- The Hotels group is doing well, getting new groups interested in coming to Santa Clara for events, including a possible music festival in April or May 2018.
- The Visitor's Bureau is promoting over 100 Santa Clara events this month, and requests stakeholders to keep them apprised of upcoming events.
- Great America will display banners for their Winter Fest. The parent company is encouraged by Santa Clara's event, and looks to expand it to other locations. Character mascots, such as Snoopy, are paying visits to hospitals to cheer patients.
- Santa Clara University is hosting a Festival of Lights on December 1. They will also host the Firehouse Run on December 10. Plans are underway for the redevelopment of several areas on campus, including a new STEM building, and new dormitories.
- Chamber of Commerce is working on the city-wide job fair, but will also hold a Women in Business Leadership program January 17, 2018 at the Triton Museum. They are also helping with the Toys for Tots drive.
- Silicon Valley Power is please to announce that starting in 2018, they will no longer use electricity generated by coal. They predict rates to remain stable. They are also partnering with groups for Winter events, such as Winter Fest at Great America, and the Tree Lighting event held by the Parks & Rec Department.

Sister City Association update

November meeting postponed due to lack of quorum. Nominating committee in process for development of next year's board of directors.

Triton Board meeting update

- Having several museum-owned Theodore Wores paintings restored, as funds become available. His California impressionist paintings can go for \$1M+. Mr. Wores has pieces in several high-profile spaces, including the White House, and the Smithsonian.
- Three new exhibits opened with a reception Sunday, November 19. The 2D Art Competition; ArtsAble: Veteran Art Therapy; and Jane Olin Photography, which plays with various film and print development techniques for a dream-like quality.
- Annual Gala has secured a band for their Cinco de Mayo themed event. End-of-Year fundraising campaign underway. Letters sent to members and donors.
- Continue a wide range of events, including upcoming Winter Wonderland, to which Cultural Commissioners are invited.
- Working on expanded media opportunities to widen museum awareness. Created a Public Service Announcement through CreaTV with funding from Heritage Bank, and investigating LiveStream logistics and opportunities.
- Next meeting January 18, 2018 @ 4:30 p.m.