



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, March 4, 2019

7:00 PM

Senior Center - Room 205
1303 Fremont Street

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 19-244 [Cultural Commission Minutes of February 4, 2019](#)

Recommendation: Approve the Cultural Commission Minutes of February 4, 2019

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 19-246 [Consider Collaboration with the Triton Museum and the Midsummer Multicultural Celebration.](#)

Recommendation: There is no staff recommendation.

3. 19-247 [Cultural Commission Work Plan Updates and Discussion for FY2018-19](#)

Recommendation: There is no staff recommendation.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

19-244

Agenda Date: 3/4/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Minutes of February 4, 2019

RECOMMENDATION

Approve the Cultural Commission Minutes of February 4, 2019

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission - February 4, 2019



City of Santa Clara

Meeting Minutes

Cultural Commission

02/04/2019

7:30 PM

Santa Clara Senior Center
1303 Fremont Street
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

Chair von Huene called the meeting to order at 7:33 p.m.

Present 6 - Commissioner Loretta Beavers, Commissioner Louis Samara, Commissioner Harbir Bhatia, Commissioner Niha Mathur, Commissioner Debra von Huene, and Commissioner Candida Diaz

Absent 1 - Commissioner Jonathan Marinaro

A motion was made by Commissioner Beavers, seconded by Commissioner Diaz, to excuse Commissioner Marinaro from the meeting.

Aye: 6 - Commissioner Beavers, Commissioner Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Absent: 1 - Commissioner Marinaro

CONSENT CALENDAR

1.A [19-136](#) Cultural Commission Minutes of January 7, 2019

Recommendation: Approve the Cultural Commission Minutes of January 7, 2019

A motion was made by Commissioner Beavers, seconded by Commissioner Diaz, to approve the Cultural Commission January 7, 2019 minutes as amended.

Aye: 6 - Commissioner Beavers, Commissioner Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Excused: 1 - Commissioner Marinaro

PUBLIC PRESENTATIONS

Sang S. Ahn, President of the Silicon Valley Korean American Federation, made a public presentation on Icheon, South Korea and the Federation's request to create a Friendship City agreement with Icheon, South Korea and the City of Santa Clara.

GENERAL BUSINESS

2. [19-137](#) Action on Cultural Arts Organization's Grant Applications for Fiscal Year (FY) 2019-20

Recommendation: There is no staff recommendation.

A motion was made by Commissioner Beavers, seconded by Commissioner Diaz, to recommend cultural grant funding in the amounts of \$5,000 to Santa Clara Ballet, \$6,000 to Santa Clara Players, \$5,000 to Santa Clara Chorale, \$2,000 to Art Forum and leave \$2,800 unallocated until the April 2019 meeting.

Aye: 6 - Commissioner Beavers, Commissioner Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Excused: 1 - Commissioner Marinaro

A motion was made by Commissioner Diaz, seconded by Commissioner Bhatia, to defer a cultural grant recommendation for the Santa Clara Parade of Champions (SCPOC) until after the SCPOC feasibility study is presented to City Council.

Aye: 6 - Commissioner Beavers, Commissioner Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Excused: 1 - Commissioner Marinaro

3. [19-138](#) Action on Commissioner Participation in Leadership Santa Clara 2019

Recommendation: Recommend one Cultural Commissioner to participate in Leadership Santa Clara 2019.

Denied

4. [19-139](#) Action on Recommendation to Set the Number and Start Time of Regular Cultural Commission Meetings

Recommendation: Recommend Approval of a Resolution to Set the Number and Start Time of Regular Cultural Commission Meetings.

A motion was made by Commissioner Diaz, seconded by Commissioner Beavers, to approve a resolution to set the number and start time of regular Cultural Commission meetings.

Aye: 6 - Commissioner Beavers, Commissioner Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Excused: 1 - Commissioner Marinaro

5. [19-140](#) Updates and Discussion of Cultural Commission Work Plan for FY2018-19

Recommendation: There is no staff recommendation.

The Commission reviewed and modified their 2018-19 work plan and strategic goals.

STAFF REPORT

None.

COMMISSIONERS REPORT

Commissioner Beavers reported attending Librarypalooza and the Further Confusion convention.

Commissioner Bhatia reported attending Librarypalooza and was a panelist on the "Women & Spirituality: An Interfaith Dialogue" hosted by the Alameda All Faiths Coalition. Additionally, she reported attending a memorial services for Robinder "Robin" Singh.

Commissioner Mathur reported that Cinequest begins in March. Additionally, she reported that her husband's film *Lucky Fifty* will be shown as part of Cinequest.

Vice Chair Samara reported attending a volleyball tournament.

Chair von Huene reported attending Community Outreach Meeting #2 for the City of Santa Clara Bike & Pedestrian Master Plan. She also reported listening to the City Council goal setting meetings and attending Librarypalooza.

ADJOURNMENT

The meeting was adjourned at 10:12 p.m. with the next regularly scheduled meeting on Monday, March 4, 2019.

A motion was made by Commissioner Diaz, seconded by Commissioner Beavers, to adjourn the meeting.

Aye: 6 - Commissioner Beavers, Commissioner Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Excused: 1 - Commissioner Marinaro



Agenda Report

19-246

Agenda Date: 3/4/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Consider Collaboration with the Triton Museum and the Midsummer Multicultural Celebration.

BACKGROUND

Triton Museum, Board President, Jeff Bramschreiber presented a proposal to collaborate on a Midsummer Multicultural Celebration to the Cultural Commission at the August 6, 2018 meeting. On November 5, 2018, Mr. Bramschreiber made a public presentation to the Cultural Commission and provided an update on the Celebration event. In January, 2019 Commissioner Bhatia and Chair von Huene met with Mr. Bramschreiber separately and discussed the elements of the Celebration.

DISCUSSION

The Cultural Commission will receive an event planning update regarding the Celebration event from Mr. Bramschreiber. The Celebration is scheduled for June 29, 2019 on the Triton Grounds. The Commission may discuss and consider collaboration with the Triton Museum's Midsummer Multicultural Celebration in the context of the Commissions' FY 2018-19 Work Plan.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission's agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, e-mail clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation



Agenda Report

19-247

Agenda Date: 3/4/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Work Plan Updates and Discussion for FY2018-19

BACKGROUND

Each year, the Cultural Commission considers three to five specific, measurable, attainable, realistic, and time-bound goals and/or activities for the year. These are intended to focus the efforts of the Commission and respond to City Council priorities within existing budget direction and resource limitations.

In August 2018, the Commission agreed upon the following FY 2018-19 goals, events, and activities with the plan to revisit and discuss the items monthly.

The goals are as follows:

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)
2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City
 - a. Explore new funding sources for public art
 - b. Recommend funding and support for community cultural groups
 - c. Partner with citizen groups to place temporary, interactive art in public places and in community celebrations
 - d. Advise and recommend public art additions to City Council and staff
 - e. Attend Americans for the Arts Conference
3. Raise visibility of commemorative months
 - a. Partner with community groups to host and promote commemorative month's honoree
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission
 - a. Presence at Parks & Recreation Events
 - b. Ensure Cultural Commission events and reports are marketed and archived
 - c. Present regularly to City Council

DISCUSSION

The Cultural Commission will review and discuss work plan goals and year at a glance (page 6-7 of Attachment 1). The Commission will also review, discuss and assign members to subcommittees to meet the goals and objectives of the work plan. As part of a process to develop the Commission's 2019-2020 work plan, the Commission will discuss and consider the content of the Draft FY19-20 Visioning Master Plan Outline (Attachment 2).

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission’s agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, e-mail clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Cultural Commission 2018-19 Work Plan Budget
2. Draft FY2019-20 Visioning Master Plan Outline



**City of
Santa Clara**

Cultural Commission

**Priorities and Work Plan
FY 18-19**

GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2018-19 work plan. These goals incorporate the combined theme of civic leadership, multicultural diversity, visible public art, and improved communication with the community as the fundamental platform upon which more cultural and arts activities can take place in Santa Clara. The goals are:

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity

Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)

2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city

Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)

Recommend funding and support for community cultural groups

Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication)

Advise and recommend public art additions to City Council and staff

Attend Americans for the Arts Conference

3. Raise visibility of commemorative months

Partner with community groups to host and promote commemorative month's honoree

4. Enhance communication and media strategy to increase community awareness of the Cultural Commission

Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg-Stravaganza, 4th of July)

Ensure Cultural Commission events and reports are marketed and archived

Present regularly to City Council

WORK PLAN

Objectives and strategies are identified for each goal to fulfill the mission of the Cultural Commission and purpose of the plan. Specific implementation strategies, responsible parties, timeline, budget, and milestones that support the goals will be developed into an annual work plan. The work plan will serve as a task reminder, benchmarking tool, and tracking mechanism to be incorporated into an annual community report.

GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural and political diversity here and abroad

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)	Commissioner Diaz & Vice Chair Samara	Monthly Events - Ongoing	<ul style="list-style-type: none"> • Four (4) Friday Night Live • One (1) Street Dance • Five (5) Concerts in the Park
Attend annual Sister Cities International Conference	Commissioner Diaz	August 2-4, 2018 in Aurora, Colorado	Commissioner Diaz attended in 2018.

GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and permanent art in the city

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)	Chair von Huene, Commissioner Beavers, & Commissioner Bhatia		
Recommend funding and support for community cultural		February 2019	Application for 2019-2020 Grants released

groups			<p>on November 7, 2018</p> <p>Applications submitted on December 14, 2018</p> <p>Commission reviewed applications on January 7, 2019.</p> <p>Commission made recommendations on February 4, 2019.</p>
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton, SCU Art Dedication)	Art in Public Places		<p>April 11, 2019 – Will host 50 youth for an art mural workshop at the CRC, in conjunction with the SCU Re-Cyclone Unveiling.</p> <p>April 25, 2019 – Will host an art mural workshop & booth at the Arbor Day Celebration, in conjunction with the SCU Re-Cyclone Unveiling.</p>
Advise and recommend public art additions to City Council and staff			
Attend Americans for the Arts Conference		June 14-16, 2019	Nominate a 1-2 commissioners to attend in March 2019.

GOAL #3: Raise visibility of commemorative months

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status

Partner with community groups to host and promote commemorative month's honoree	Commissioner Bhatia & Commissioner Marinaro	Monthly	<p>Reposted CAIR "Valuing Our Story" event on Social Media.</p> <p>Created "National Hispanic Heritage Month", "Sikh Appreciation & Awareness Month", & Black History Month image and posted on Social Media.</p> <p>Co-hosted turban tying event at Tree Lighting with Joy of Sewa – December 7, 2018</p>
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GOAL #4: Enhance communication and media strategy to increase community, staff, and City Council's awareness of the Cultural Commission

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg-Stravaganza, 4 th of July)		Ongoing	<p>Hosted a table with interactive art activity & displayed mural at Art & Wine Festival.</p> <p>Hosted a table at Tree Lighting.</p>
Ensure Cultural Commission events and reports are marketed and archived	Commissioner Mathur		Social Media Presence
Present regularly to City	Chair von Huene & Vice Chair	Ongoing	Presented on November 13, 2018 &

Council	Samara		December 4, 2018
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YEAR AT A GLANCE

Cultural Commission Events, Celebrations, and Meetings*
Fiscal Year 2018-19 (July 2018-June 2019)

		Meetings, Events, and Programs	Commemorative Month
2018	July	7/2: Cultural Commission Meeting - 7:00 p.m. 7/13: Concert in the Park – Orquestra Latin Heat – 6:30 p.m. 7/22: Concert in the Park- Lyratones – 2:30 p.m. 7/27: Concert in the Park – California Groove – 6:30 p.m.	American Independence Santa Clara History
	August	8/2-8/4: Sister Cities International 61 st Annual Conference in Aurora, CO 8/3: Street Dance – 6:00 p.m. 8/6: Cultural Commission Meeting - 7:00 p.m. 8/12: Concert in the Park – Funky Souls Dance Band – 2:30 p.m.. 8/17: Concert in the Park – Houserockers – 6:30 p.m..	Muslim Awareness
	September	<i>Please Note: No Regular Cultural Commission meeting due to official city holiday</i> 9/11: Cultural Commission/City Council Dinner – 5:00 p.m. 9/15: Art & Wine Festival- 10:00 a.m. 9/16: Art & Wine Festival- 10:00 a.m. 9/29: Franklin Street Art Walk- 1:00 p.m.	Hispanic Heritage
	October	10/1: Cultural Commission Meeting - 7:00 p.m. 10/31: Children’s Halloween Party- 3:00 p.m.	Native American History Breast Cancer Awareness National Arts & Humanities Month

	November	11/5: Cultural Commission Meeting - 7:00 p.m. 11/9: Friday Night Live – Los Laureles & Mariachi- 7:00 PM 11/13: City Council Meeting & Presentation– 7:00 p.m.	Sikh Awareness and Appreciation
	December	12/3: Cultural Commission Meeting - 7:00 p.m. 12/4: City Council Meeting & Presentation– 7:00 p.m. 12/7: Holiday Tree Lighting -5:00 p.m.	Bill of Rights/Human Rights
2019	January	1/7: Cultural Commission Meeting - 7:00 p.m.	
	February	2/4: Cultural Commission Meeting - 7:00 p.m. 2/5: City Council Meeting & Presentation– 7:00 p.m. 2/15: Friday Night Live – Tabia	Black History
	March	3/1: Friday Night Live – Broceliande 3/4: Cultural Commission Meeting - 7:00 p.m.	Women’s History Disabilities Month
	April	4/1: Cultural Commission Meeting - 7:00 p.m. 4/5: Friday Night Live – Charged Particles 4/20: Egg Extravaganza TBD: City Council Meeting & Presentation– 7:00 p.m.	Jazz
	May	5/6: Cultural Commission Meeting - 7:00 p.m.	Asian Heritage Jewish Heritage
	June	6/3: Cultural Commission Meeting - 7:00 p.m. 6/14: Concert in the Park - 6:30 p.m. The Hitmen 6/21: Silicon Valley BBQ Championships - 4:00 p.m.	LGBTQ Awareness Juneteenth

		6/22: Silicon Valley BBQ Championships - 11:00 a.m. 6/29: Midsummer Cultural Celebration at the Triton Museum TBD: City Council Meeting & Presentation– 7:00 p.m.	
	July	7/12: Concert in the Park - 6:30 p.m. Orquestra Latin Heat 7/21: Concert in the Park – 2:00 p.m. Genevieve Goings 7/26: Concert in the Park - 6:30 p.m. Take 2	American Independence Santa Clara History
	August	8/2: Street Dance – 6:00 p.m. House Rockers 8/11: Concert in the Park- 5:30 p.m. LiveWire TBD: City Council Meeting & Presentation– 7:00 p.m.	Muslim Awareness

*Dates/Times/Events are subject to change

Cultural Commission
Budget FY 2018-19

Categories	Line Items	Expenditure Descriptions	Budgeted	Expenditures	
Grantees	Santa Clara Ballet Santa Clara Players Santa Clara Chorale		\$ 20,850.00		
			\$ 10,000.00	\$ (10,000.00)	
			\$ 5,850.00	\$ (5,850.00)	
			\$ 5,000.00	\$ (5,000.00)	
		Remaining Budget	\$ -	\$ (20,850.00)	Total Expenditures
Cultural Events	Street Dance / Concerts in the Park / FNL		\$ 39,640.00		
		Water/Ice		\$ (10.72)	
		Grupo Folklorico		\$ (2,130.00)	
		Tabia		\$ (800.00)	
		Broceliande		\$ (525.00)	
		Charged Particles		\$ (1,000.00)	
		GFI - Sound Production & Talent - Concerts & Street Dance		\$ (25,000.00)	
		Togos		\$ (120.00)	
		Stuart Rental (Stage & Dance Floor)			
		Remaining Budget	\$ 10,054.28	\$ (29,585.72)	Total Expenditures
		Visual Arts	Unallocated (Chalk Art) Utility Art Box Art in Public Spaces		\$ 10,500.00
	\$ 250.00				
	\$ 2,250.00				
	\$ 8,000.00				
April 11 & 25 Youth Art Workshops				\$ (1,100.00)	
April 11 - Bus & Food Pre-Concert in the Park Activities?					
ArtMobilus				\$ (2,000.00)	
Remaining Budget	\$ 7,400.00			\$ (3,100.00)	Total Expenditures
Marketing, Conferences, and Memberships	Misc Travel, Conferences, and Memberships		\$ 7,330.00		
			\$ 1,475.00		
		T-Shirts		\$ (518.57)	\$ (1,562.27)
		Table Cloth		\$ (269.56)	
		Crayons		\$ (449.86)	
		Multicultural Crayons		\$ (324.28)	
			\$ 5,855.00		
		SCI- Hotel		\$ (717.60)	
		SCI - Expenses		\$ (221.12)	
		AAC - Conference		\$ (575.00)	\$ (2,275.00)
		AAC - Hotel		\$ (900.00)	
		AAC - Expenses		\$ (250.00)	
		AAC - Airline		\$ (550.00)	
Remaining Budget	\$ 2,554.01	\$ (4,775.99)	Total Expenditures		
		\$ 78,320.00	\$ (58,311.71)		

Need: Motion to move funding from Chalk Art to Art in Public Spaces

Remaining Budget: \$ 20,008.29

DRAFT –

Especially in a state as diverse and culturally rich as California, the arts serve to give voice to our many communities, spark individual creativity, foster empathy and understanding, spur civic engagement, and serve as a continual source of personal enrichment, inspiration and growth.

Californians for the Arts
February 7th, 2019

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1. Executive Summary

Reference: We are a “minority-majority” city per Census figures:

https://www.sccgov.org/sites/phd/hi/hd/Documents/City%20Profiles/Santa%20Clara_final.pdf

Demographic snapshot	City of Santa Clara	Santa Clara County
Population size	116,468	1,781,642
Race/ethnicity		
African American	3%	2%
Asian/Pacific Islander	38%	32%
Latino	19%	27%
White	36%	35%
Foreign-born	41%	37%
Speaks a language other than English at home	52%	52%

City Web Page - Cultural Commission

Reference: <https://santaclaraca.gov/culturalcommission>

Cultural Commission Facebook page

Reference: <https://facebook.com/culturalcommission>

Reference: City Calendar of Cultural Commission events (Concerts in the Park, Friday Night Live, Sculpture Exhibition, Franklin Street Dance, Art & Wine festival, Holiday tree lighting, Silicon Valley BBQ, weekly Farmer’s Market, grantee events [e.g. SCU•Presents, Triton Museum])

Reference: City Art Map

<http://missioncity.maps.arcgis.com/apps/MapTour/index.html?appid=35d9e229cb2f4292be590201f75d2d18> (needs to be updated with at least 2 new murals, SCU Arts Paseo, etc.)

2. Mission & Vision Statement, Values, and Priorities

Mission Statement

City Web Page	Proposed
The Cultural Commission acts in an advisory capacity to the City Council in matters pertaining to the enhancement of multi-cultural experiences and beautification of the City through art.	To enable city-wide events, programming and the arts which reflect the history, diversity, experience and culture of our residents through our own programs and community partners.

Vision Statement

Current (2018 Special Commission Meeting)	Proposed
Enriching the lives of our residents and beautifying the city with inclusive, diverse, variety of multicultural and relevant programs and the arts.	Enriching the lives of our residents and beautifying the city with an inclusive variety of multicultural and relevant programs and the arts. (minor grammatical correction)

Values

Current (2018 Special Commission Meeting)	Proposed
Inclusive	We are ... inclusive and diverse
Diverse	
Community Input	We are ... curators of the value and quality of life in our community
Quality and Value	
Variety	
Accessible	We are ... accessible to all demographics, age groups, income levels, and disabilities
Collaborative	We are ... collaborative with the community and innovative in our exploration of arts & culture
Innovative	

Priorities

Current (2018 Special Commission Meeting)	Proposed
Inclusive Programming: Need Inclusive, Diverse, and Multicultural Programs	Inclusive, diverse, multicultural Programs
More Engagement and Collaboration: Engaging and increasing collaboration with other city departments, commissions, help build complimentary programming, community orgs, city orgs, etc.	Increase collaboration and outreach with the community, other civic and corporate Santa Clara organizations, and internally within City government to further the mission of the Commission
Communication Process and Knowledge Base: Clear process for interfacing the internal city	Benefit from a clear process for interfacing with internal city staff and external

staff and external community orgs, documenting process and building on our knowledge base	community orgs, documenting processes, and building on our knowledge base for future leadership
Variety of Art Forms and Interactivity: Various forms of expressions and interactivity programming	Variety of art forms and interactive, expressive programming that complement each other
Enhance Existing programming	Enhance Existing programming

3. Goals & Objectives

Current Workplan (2018 Special Meeting)	Proposal #1	Proposal #2
<p>#1 Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural and political diversity here and abroad</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Host free, age-friendly events with diverse musical acts • Attend annual Sister Cities Conference 	<p>Same goal as current, different objectives:</p> <ul style="list-style-type: none"> • Music Programming • Concerts in the Park • Friday Night Live • Franklin Street Dance • Art & Wine Festival (with Parks & Recreation Department) • Commemorative Months & Events (Asian/Pacific Islanders’ month, Human Rights month, etc.) • Grantee events (Triton Museum, Art Forum, Parade of Champions, etc.) • Pattern Events (not sure what this means?) • Dance Events and Other Performing Arts • Eliminate Sister Cities Conference 	<p>Same goal as current, different objectives:</p> <ul style="list-style-type: none"> • Permanent calendar (e.g. Concerts in the Park, FNL, Franklin Street Dance, Art & Wine Festival) • Temporary calendar (e.g. grantee events: Triton Museum, Art Forum, Parade of Champions, etc.) • Review list of current grantees and partnerships for opportunities for inclusion in future events • Eliminate Sister Cities Conference
<p>#2 Develop and encourage interactive art opportunities to provide temporary, performing, cultural, and permanent art in the city</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC, County) • Recommend funding and support for community 	<p>Same goal as current, different objectives:</p> <p>Existing initiatives:</p> <ul style="list-style-type: none"> • Utility Box Program • Sculpture Exhibition • City’s Art Map page: https://tinyurl.com/SantaClaraCityArtMap (Obsolete – needs to be updated) <p>New programs or initiatives:</p> <ul style="list-style-type: none"> • Participate in Arts initiatives through grantees or partners (e.g. SCU-Presents’ Arts Paseo and Re-Cyclone) • City Hall Plaza temporary Art Pad and possible temporary art installations • Santa Clara County Art Alliance • Local Color or similar art space • Funding source initiatives • Art grants (City, County, State, NEA, others) • Art Impact Fee • Identify activation locations/public art creative zones 	<p>Same as Proposal #1</p>

<p>cultural groups</p> <ul style="list-style-type: none"> • Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza art, Triton, SCU Art Paseo) • Advise and recommend public art additions to City Council and staff • Attend Americans for the Arts Conference 	<ul style="list-style-type: none"> • Leverage best practices to enliven neighborhoods, downtown, and small business districts with visual arts and cultural offerings • Incentivize developers to include art as a feature in new projects of all kinds • Monitor the care and condition of art on public property created or placed through City funds • Attend Americans for the Arts Conference 	
<p>#3 Raise visibility of commemorative months</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Partner with community groups to host and promote commemorative month's honoree 	<p>Same</p>	<p>Same</p>
<p>#4 Enhance communication and media strategy to increase community, staff, and City Council's awareness of the Cultural Commission</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Presence at 	<p>Same</p>	<p>Same</p>

<p>Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4th of July)</p> <ul style="list-style-type: none"> • Ensure Cultural Commission events and reports are marketed and archived • Present regularly to City Council 		
	<p>#5 Create more cultural and geographically diverse programming and temporary/pop-up spaces (reflecting new districts, activate new spaces e.g. Agrihood, Rivermark, SCU Arts Paseo, SCU foundry, Mobile Maker Lab, STEAM, etc.)</p>	<p>Same</p>
	<p>#6 Continue insightful planning: 3Yr Strategic Plan and Annual Work Plan</p>	<p>Same</p>
	<p>#7 Develop a Master Calendar of Events for the past 2 years and upcoming 3 years of forecasted events for the City departments, commissions, and organizations</p>	<p>#7 Review calendar and find inefficiencies and duplicate effort with other City departments (e.g. Library)</p>

4. Scope of this RFP

- Integrate our priorities, goals, and various programming workstreams and forms of the arts
- Look at expanding programming, locations, demographics, and expanding our influence into future development projects/placemaking in the City
- Refine or lead Cultural Commission strategy/visioning workshops and community engagement workshops
- Budget - pending grants from City/County/State/Fed

5. Timeline of this RFP

- Post RFP – April 1, 2019
- Apply for grant to support Master Plan – Apr/May 2019
- RFP Responses Due – May 31, 2019
- Response review/recommendations by Master Plan subcommittee – June 2019
- RFP Evaluations & recommendations in Cultural Commission Meeting– July 1, 2019
- Consultant award – July 2019
- Master Plan subcommittee engagement begins with consultant – July/Aug 2019
- Consultant observation and fact gathering –Jul/Aug 2019
 - Examples: Concerts in the Park, Franklin St Dance
 - Library Events
 - Other City Departments' and Commissions' Events
- First community engagement: Art & Wine Festival – Sept 2019
- Other forms of research & engagement – Oct 2019-Jan 2020
 - Individual and team interviews with City Councilmembers, the Mayor, City Manager, Department leadership, business people, artists and arts representatives
 - Public outreach meetings and advisory committee groups
 - Information distributed at events
 - Television and YouTube channel coverage
 - Signs in public places
 - Interactive website that allowed individuals to map places where they want to see art and events, describe possible types of art and events, and enter comments
- Analysis of outreach results – Feb 2020
- Long term plan due to Cultural Commission Visioning Subcommittee – Feb 2020
- Request for City budget/Grant applications – Mar 2020
- Implementation – Jul 2020

6. Deliverables

(what work we expect the consultant to do, or recommendations to be made by them)

Identify Opportunities:

Proposal #1	Proposal #2
<p>Music</p> <ul style="list-style-type: none"> • Explore opportunities to find diverse music sources and forms • Identify lists of music sources and forms to leverage as a catalog or other source • Recommend a combination of programming and schedule that would leverage the existing programs such as concerts, and introduce new forms • Provide physical venues/locations for music to be played or encourage schools to play at • Identify a list of musicians amateur and professional to engage for our events • Share best practices on how to incorporate music, dance, and cultural performing arts into existing programming, future activation, and placemaking • Highlight overlooked venues, demographics, and culturally significant dates to include in future programming • Identify opportunities to develop historical heritage celebrations 	<p>Cultural Events</p> <ul style="list-style-type: none"> • Suggest potential activation of event venues we currently use or have access to • Leverage best practices from similarly sized and funded cities • Share best practices on how to incorporate music, dance, and cultural performing arts into existing programming, future activation, and placemaking <p>(Defer other points in Proposal #1 to GFI or Cultural Events subcommittee)</p>
<p>Dance and Other Performing Arts</p> <ul style="list-style-type: none"> • Explore opportunities to find diverse dance/performing arts sources and forms • Identify lists of sources and forms to leverage as a catalog or other source • Provide physical venues/locations for presenting or engaging, encouraging schools to participate etc. • Identify a list of amateur and professional to engage for our events 	<p>(Do not break out from Cultural Events category; defer recommendations to GFI or Cultural Events subcommittee)</p>
<p>Art in Public Places</p> <ul style="list-style-type: none"> • Identify activation locations/public art creative zones (Civic Plaza, Rivermark, Agrihood, Oracle Building 18, BART transit center, Franklin Street/Downtown, others) • Integrate art in all new projects the City builds including parks, streets and civic structures. 	<p>Art in Public Places</p> <ul style="list-style-type: none"> • Share best practices and trends on ways to employ temporary art and arts programming throughout Santa Clara neighborhoods and downtown to test new ideas and activate public spaces • Share best practices and trends on ways to partner with local developers to integrate art and placemaking principles in new

<ul style="list-style-type: none"> • Employ temporary art and arts programming throughout Santa Clara neighborhoods and downtown to test new ideas and activate public spaces. • Incentivize developers to include art as a feature in new projects of all kinds. • Monitor the care and condition of art on public property created through the Urban Art Program or City funds. • Use the Urban Art Fund to support Santa Clara’s arts and cultural infrastructure. • Recommend how to build a Commission to sustain, grow, inspire and catalyze the city to adopt the culture and arts into their programs: Example grants, scholarships, joint programs with schools, corporations, etc. 	<p>neighborhoods and civic centers</p> <ul style="list-style-type: none"> • Share examples of other cities’ success in creating and implementing an “Urban Art Fund” • Review City Art Map and suggest maintenance, end of life plans, and contractual commitments for City-owned art
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7. Desired Research and Analysis

Proposal #1	Proposal #2
<ul style="list-style-type: none"> • Provide a list of all multicultural organizations in Santa Clara and surrounding area that could be leveraged • Provide a list of other non-profit and cultural organizations in the City representing various aspects of culture • Provide a list of language learning orgs, tech organizations, government, and other cultural organizations, in the broader definition of culture • Provide sources and opportunities on how to engage the regional history into our programming • Provide a heritage map of the cultures of today's Santa Clara from before it was founded, and when it was founded in 1852 • Provide best practices and successful programming of neighboring cities 	<p>← Suggest most of these are outside the core competency of an external/non-local consultant; defer to GFI or Cultural Event subcommittee</p> <ul style="list-style-type: none"> • Provide best practices and successful programming of neighboring cities <p>← Suggest using local resources such as SCU or City demographics, rather than expecting a consultant to have access</p>
<ul style="list-style-type: none"> • Provide an analysis of our City's cultural engagement and immersion within the City, and specifically the Cultural Commission against the benchmark's and leading edge 	<ul style="list-style-type: none"> • Provide opinion on ways to increase the City's cultural engagement within the City, based on benchmarks and trends in other cities
<ul style="list-style-type: none"> • Provide analysis of other funding sources that could be considered and leveraged 	<ul style="list-style-type: none"> • Provide analysis of available funding sources and grants other than City Budget

8. Desired Program Recommendations

- Articulate conclusions and recommendations on how to best propose and adopt an "Arts & Culture Master Plan" to reflect the City's vision as a safe and prosperous community, rich in cultural offerings.
- Suggest ways to expand the strong arts culture in Santa Clara by supporting local artists and promoting high quality, publicly-accessible arts and cultural activities.
- Funding Recommendations (City, County, State, Federal, and Corporate sources, and non-profit foundations)
- Recommend Cultural Commission identity/marketing branding & campaigns
- Highlight sustainability and succession planning opportunities for the Cultural Commission

9. Desired Policy Recommendations

- Suggest path towards implementing an Art Impact Fee/Developer's Impact Fee/Transient Occupancy Tax Fee to support the City's Arts & Culture Master Plan
- As stewards of that Art Impact Fee, provide examples of the best way to create a Cultural Affairs Division as a City Department while maintaining the Cultural Commission as advisors
- Recommend staffing and budgeting for a Cultural Affairs Division to be led by a Senior Level Urban Arts & Culture program supervisor
- Provide recommendations on how various City departments can incorporate Cultural Commission programming, initiatives, heritage, and art in all ways