



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, April 1, 2019

7:00 PM

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

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 19-349 [Cultural Commission Minutes of March 4, 2019](#)

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

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 19-351 [Action on Friendship City Consideration with Icheon City, Republic of Korea](#)

Recommendation: Recommend that the City Council approve a three-year Friendship City Relationship Memorandum of Understanding with Icheon City, Republic of Korea, and authorize the Mayor to sign the MOU on behalf of the City of Santa Clara.

3. 19-354 [Consideration of Collaboration with "SCU Present's" to Unveil a Sculpture titled "Re-Cyclone" at Santa Clara University](#)

Recommendation: There is no staff recommendation.

4. 19-353 [Presentation by Gilbert & Sullivan Society of San Jose](#)

Recommendation: There is no staff recommendation.

5. 19-394 [Action on Balance of Cultural Arts Funding Request for Fiscal Year 2019-2020](#)

Recommendation: Alternative 3: Recommend dispersing funding in the amount of \$2,800 to other community based organizations who applied for 2019-2020 Cultural Arts Funding.

6. 19-355 [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

19-349

Agenda Date: 4/1/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Minutes of March 4, 2019

RECOMMENDATION

Approve the Cultural Commission Minutes of March 4, 2019

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

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



City of Santa Clara

Meeting Minutes

Cultural Commission

03/04/2019

7:00 PM

Senior Center - Room 205

1303 Fremont Street

CALL TO ORDER AND ROLL CALL

Chair von Huene called the meeting to order at 7:05 p.m.

- Present** 5 - Commissioner Loretta Beavers, Commissioner Louis Samara, Commissioner Debra von Huene, Commissioner Candida Diaz, and Commissioner Jonathan Marinaro
- Absent** 2 - Commissioner Harbir Bhatia, and Commissioner Niha Mathur

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

Aye: 5 - Commissioner Beavers, Commissioner Samara, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Absent: 2 - Commissioner Bhatia, and Commissioner Mathur

CONSENT CALENDAR

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

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

A motion was made by Commissioner Beavers, seconded by Commissioner Diaz, to approve the Cultural Commission February 4, 2019 minutes.

Aye: 5 - Commissioner Beavers, Commissioner Samara, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Bhatia

Absent: 1 - Commissioner Mathur

PUBLIC PRESENTATIONS

Martin Taylor, Founder of Chromaforms, LLC, made a public presentation on his upcoming art collaboration with SCU Presents and potential projects for Cultural Commission consideration. The Commission deferred discussions of collaboration to the May 6, 2019 Cultural Commission meeting.

GENERAL BUSINESS

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

Recommendation: There is no staff recommendation.

The Commission received event planning updates on the Triton Museum's Midsummer Multicultural Celebration scheduled for June 29, 2019. The Commission recommended collaboration with local cultural and community organizations.

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

Recommendation: There is no staff recommendation.

The Commission reviewed and modified their 2018-19 work plan, strategic goals and Draft FY 19-20 Visioning Master Plan Outline.

A motion was made by Commissioner Marinaro, seconded by Commissioner Beavers, to move remaining funds from the Chalk Art budget item to the Art in Public Places budget item.

Aye: 5 - Commissioner Beavers, Commissioner Samara, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Bhatia

Absent: 1 - Commissioner Mathur

A motion was made by Commissioner Beavers, seconded by Commissioner Marinaro, to allocate funding within the Miscellaneous budget item for two Commissioners to attend the 2019 Americans for the Arts Conference.

Aye: 5 - Commissioner Beavers, Commissioner Samara, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Bhatia

Absent: 1 - Commissioner Mathur

A motion was made by Vice Chair Samara, seconded by Commissioner Beavers, to include FY 2019-2020 event dates on the FY 2018-2019 work plan.

Aye: 5 - Commissioner Beavers, Commissioner Samara, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Bhatia

Absent: 1 - Commissioner Mathur

STAFF REPORT

Staff reviewed upcoming agenda items.

COMMISSIONERS REPORT

Commissioner Beavers reported attending the Sister Cities Tea, as well as "Come From Away" and "Hello Dolly" at the Golden Gate Theatre in San Francisco. Additionally, she reported that she will be going on a cruise in March.

Commissioner Diaz reported having a beautiful baby girl.

Commissioner Marinaro reported a recent museum tour in Los Angeles. Additionally, he reported on the Friday Night Live performance by Broceliande on March 1, 2019.

Commissioner von Huene reported attending the Sister Cities Tea.

ADJOURNMENT

The meeting was adjourned at 8:51 p.m. with the next regularly scheduled meeting on April 1, 2019.

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

Aye: 5 - Commissioner Beavers, Commissioner Samara, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Bhatia

Absent: 1 - Commissioner Mathur



Agenda Report

19-351

Agenda Date: 4/1/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Friendship City Consideration with Icheon City, Republic of Korea

BACKGROUND

Section 2.120.140 of the City's Municipal Code provides for the Cultural Commission to "act in an advisory capacity to the City Council in all matters pertaining to cultural enrichment and beautification of the City, sister city relationships and international exchanges."

Sister Cities International is a 501(c)(3) nonprofit that serves as the national membership organization for individual sister cities, counties and states across the United States and works to create global relationships based on cultural, educational, information, and trade exchange. Its mission is to promote peace through mutual respect, understanding, and cooperation - one individual, one community at a time.

A sister city, county, or state relationship is a broad-based, long-term partnership between two communities in two countries. A relationship is officially recognized after the highest elected or appointed official from both communities sign off on an agreement to become sister cities. A city may have any number of sister cities, with community involvement ranging from a half dozen to hundreds of volunteers. In addition to volunteers, sister city organizations can include representatives from nonprofits, municipal governments, the private sector, and other civic organizations. Each sister city organization is independent and pursues the activities and thematic areas that are important to them and their community including municipal, business, trade, educational, and cultural exchanges and projects with their sister city.

Through this program, the City of Santa Clara has established relationships with three Sister Cities around the world: Coimbra, Portugal, established on August 4, 1974; Izumo, Japan, established on October 11, 1986; and Limerick, Ireland, established on August 1, 2014. The Santa Clara Sister Cities Association ("SCSCA") organizes a majority of the cultural and educational exchanges and activities with the City's Sister Cities. SCSCA is a non-profit organization that brings different cultures together with the goal of enriching the lives of students that live through cultural exchange. The City provides annual funding to SCSCA to support its cultural exchange program, which totaled \$5,659 in Fiscal Year 2018-19.

A "Friendship City" is different from a Sister City in that it is often the first stage in the relationship before partner cities establish an official "Sister City" relationship. Whereas, a Friendship City relationship is not required prior to two cities establishing an official Sister Cities relationship, the City has established a practice of exploring Friendship City relationships with potential Sister Cities, such as Limerick, Ireland and, most recently, Nagpur, India.

Icheon City is located in the Gyeonggi Province of South Korea, approximately 60 kilometers from Seoul. The city is known as the center of South Korean ceramic manufacturing and is designated as an UNESCO City of Crafts and Folk Art. A popular tourist attraction is Icheon Ceramic Village, which features over 300 ceramic workshops and retailers, which use traditional skills and produce porcelain in some 40 traditional firewood kilns. Local institutions of higher learning include Korea Tourism College and Chungkang College of Cultural Industries. SK Hynix, the world's second largest manufacturer of memory semiconductors, is also headquartered in Icheon City. Icheon City currently has six Sister Cities: Jingdezhen, China; Seto, Japan; Guandong, South Korea; Gangnam, South Korea; Limoges, France; and Taipei, Taiwan.

On August 20, 2018, Consul General Park Joon-yong and Consul Sanghun Oh from the Korean Consulate of San Francisco, and President Sang S. Anh and the Vice President of the Silicon Valley Korean American Federation, met with Mayor Lisa Gillmor and members of the Santa Clara City Council to discuss a potential Friendship City/Sister City relationship between Icheon City and City of Santa Clara. At a subsequent meeting on October 29, 2018, members of the Santa Clara City Council and the President of the Santa Clara Sister Cities Association met with representatives from Consulate General of the Republic of Korea and the Silicon Valley Korean American Federation, who conveyed Icheon City's interest in pursuing a Sister City relationship with the City of Santa Clara. Mayor Gillmor sent Mayor Eom Tai-joon of Icheon City a letter dated November 7, 2018 expressing the City's appreciation and interest in building a potential relationship with Icheon City (Attachment 1).

Mr. Sang S. Anh, President of the Silicon Valley Korean American Federation and Mr. John Chung, Senior Vice President of the Silicon Valley Korean American Federation attended the City's Cultural Commission's March 4, 2019 meeting to share general information about Icheon City in the Republic of Korea. The Cultural Commission requested the group to bring back a proposed plan of activities.

Mr. Sang S. Anh and Mr. John Chung, along with a group of representatives from Silicon Valley Korean American Federation, also attended the SCSCA meeting on March 21, 2019, to present Icheon City's Friendship City proposal. Mr. Sang S. Anh and Mr. John Chung shared information about Icheon City and discussed potential Friendship City activities, such as a Korean Day Festival at Santa Clara Civic Plaza in October and high school and university student cultural exchanges. Icheon City hopes to learn more about American culture, government processes, and business models through these exchanges. Both groups shared information about their student exchanges and discovered that they were very similar, in which students stayed at sponsors' homes to get a more cultural experience and toured educational and cultural institutions during the day. Additionally, Icheon's neighboring cities are also interested in pursuing Friendship City/Sister City relationships with Santa Clara's neighboring cities, so the potential Friendship City relationship between our two cities can help build that momentum. SCSCA requested that a representative from Silicon Valley Korean American Federation sit on their Board as an at-large member if the City of Santa Clara and Icheon City establish the Friendship City relationship.

DISCUSSION

The attached Friendship City Memorandum of Understanding (MOU) between Icheon City and City of Santa Clara (Attachment 2) has been reviewed by staff in both cities and includes the following expectations and activities:

- A three-year Friendship City relationship, with the option of renewal upon approval of both cities;
- The two cities will promote exchanges in areas of common interest, such as science, technology, sports, education, environmental protection and corporate activities;
- The two cities will strive to mutually support each other by organizing joint activities and future programs;
- Both cities will exchange representatives and/or staff for visits every alternate year, subject to budget appropriations. Each exchange and/or visit will be reviewed in advance between Icheon City and City of Santa Clara's Mayor and Council Office; and
- Additional activities may be pursued through the efforts of other community groups, such as SCSCA and its counterpart in Icheon City;

A Korean version of the Friendship City MOU is also attached to this report (Attachment 3).

As requested by the Cultural Commission, in an email was sent to the City Manager's Office on March 7, 2019, Mr. John Chung proposed the following activities during the term of the potential Friendship City relationship:

- Korean Day Festival in October - On an annual basis
- Academic seminar and exchange programs for middle school, high school, and university students - On an annual basis
- Culture and arts exchange - On an annual basis
- Business and information exchange, which includes visits to IT companies - As needed

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, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Recommend that the City Council approve a three-year Friendship City Relationship Memorandum of Understanding with Icheon City, Republic of Korea, and authorize the Mayor to sign the MOU on behalf of the City of Santa Clara.

Reviewed by: Walter C. Rossmann, Chief Operating Officer

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Mayor Gillmor's Letter to Icheon City's Mayor Eom Tai-joon
2. Draft Friendship City MOU between Icheon City and City of Santa Clara (English version)
3. Draft Friendship City MOU between Icheon City and City of Santa Clara (Korean version)



**City of
Santa Clara**
The Center of What's Possible

Mayor

Lisa M. Gillmor

Council Members

Debi Davis
Patrick Kolstad
Patricia M. Mahan
Teresa O'Neill
Kathy Watanabe

November 7, 2018

The Honorable Eam Tai-joon
Mayor of Icheon City
Icheon City Hall
40 Buak-Ro
Icheon-si, Gyeonggi-do
South Korea 17379

Dear Mayor Tai-joon:

Thank you for your recent letter and request to pursue additional exchanges with the City of Santa Clara. I would also like to thank you for the Icheon City ceramic teapot, which has been displayed in my office for the public to enjoy.

Vice Mayor Kathy Watanabe, Council Member Debi Davis, and Santa Clara Sister Cities Association President Tedra Nikolai enjoyed meeting with representatives from the Consulate General of the Republic of Korea and the Silicon Valley Korean American Foundation on October 29th, who conveyed Icheon City's interest in establishing a Sister-City relationship with the City of Santa Clara. The City of Santa Clara Cultural Commission, which advises the City Council on international exchange matters, reviews opportunities to enhance our exchange programs.

The City of Santa Clara is honored to have your interest in establishing a relationship between our two cities and we look forward to the values added through potential cultural exchanges.

Sincerely,

Lisa M. Gillmor
Mayor
City of Santa Clara

cc: City Council
City Manager
Cultural Commission
Santa Clara Sister Cities Association

Memorandum of Understanding (MOU) for Friendship Exchange
between

**Icheon City, Gyeonggi - do Province,
Republic of Korea and City of Santa
Clara, California, United States of
America**

Icheon City, Gyeonggi - do Province, Republic of Korea and City of Santa Clara, California, United States of America hereby enter this memorandum of understanding with the aim of promoting development of a relationship, boosting economic cooperation, and enhancing mutual development between the two cities by expanding exchanges in various areas, sharing the goal of co-prosperity and world peace, based on the principles of equal and mutual benefits and friendly cooperation.

WHEREAS, on August 20, 2018, Consul General Park Joon-yong and Consul Sanghun Oh from the Korean Consulate of San Francisco, and the President and Vice President of Silicon Valley Korean American Federation, met with Mayor Lisa Gillmor and members of the Santa Clara City Council to discuss a potential Friendship City/Sister City relationship between Icheon City and City of Santa Clara; and,

WHEREAS , on October 29, 2018, members of the Santa Clara City Council and the President of the Santa Clara Sister Cities Association met with representatives from Consulate General of the Republic of Korea and the Silicon Valley Korean American Federation, who conveyed Icheon City's interest in pursuing a Sister City relationship with the City of Santa Clara; and,

WHEREAS, on November 7, 2018, Mayor Gillmor sent Mayor Eom Tai-joon of Icheon City, a letter expressing the City of Santa Clara's appreciation and interest in building a potential relationship with Icheon City; and,

WHEREAS, Sister Cities International defines "Friendship City" as often the first stage in the relationship before partner cities establish an official "Sister City" relationship.

The two cities agree as follows:

1. The two cities shall actively promote exchanges in areas of common interest including science, technology, sports, youth education, environmental protection and corporate activities.
2. The two cities shall strive to actively pursue exchanges in other areas that will contribute to the prosperity of citizens and to further enhanced the friendship.
3. The purpose of exchange between the two cities is to return the practical benefits of international exchange to citizens of both cities through cultural and economic exchanges and the expansion of opportunities for youth education.
4. Based on the agreement of mutual cooperation and direction specified herein, the two cities shall strive to mutually support each other, by organizing and developing experience in friendly urban relations as well as joint activities and future programs.
5. As part of this agreement, additional activities may be pursued through the efforts of other community groups, including youth exchanges organized by schools from both cities, with assistance from the Santa

Clara Sister Cities Association and its counterpart in Icheon City.

6. Both cities shall exchange representatives and/or staff for visits every alternate year, subject to budget appropriations. Each exchange and/or visit shall be reviewed in advance between representatives of Icheon City and the City of Santa Clara's Mayor and Council Office.

The intent of the two cities is that this Agreement shall become operative on the Effective Date. The Effective Date is the date that the final signatory executes the Agreement. The term of this Agreement shall begin on the Effective Date and apply for a period of three (3) years with the option of renewal upon approval of both cities.

Icheon City, Gyeonggi-do Province, Republic of Korea and City of Santa Clara, California, United States of America hereby provide their signatures or seals below to establish a relationship as Friendship Cities, with the belief that the agreement will contribute to the development of friendly relations between the two cities.

Icheon City
On its behalf

City of Santa Clara
On its behalf

Eom Tae-joon,
Mayor of Icheon City
Date:

Lisa M. Gillmor,
Mayor of Santa Clara
Date:

MOU

MOU

2018 8 20 ,

(Lisa Gillmor)

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(Sister Cities International)

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" (Friendship City)"

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(Lisa M. Gillmor)

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Agenda Report

19-354

Agenda Date: 4/1/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Consideration of Collaboration with “SCU Present’s” to Unveil a Sculpture titled “Re-Cyclone” at Santa Clara University

BACKGROUND

As part of the Cultural Commission FY 2018-19 Work Plan, the Art in Public Places subcommittee has collaborated with various citizen groups to place temporary, interactive art in public spaces and in community celebrations. Beginning in August 2018, the subcommittee has met regularly with representatives of “SCU Presents” to discuss the unveiling of a new sculpture titled “Re-Cyclone” at Santa Clara University. The subcommittee has reported monthly to the Cultural Commission about the unveiling event scheduled for April 15, 2019 at Santa Clara University.

DISCUSSION

The Cultural Commission will receive an update from Butch Coyne, Director of SCU Presents regarding the plans for the unveiling event for “Re-Cyclone”. The Commission may discuss and consider collaboration with SCU Present’s to support the unveiling event for “Re-Cyclone” in the context of the Commission’s 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

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RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci

Approved by: James Teixeira, Director of Parks & Recreation



Agenda Report

19-353

Agenda Date: 4/1/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Presentation by Gilbert & Sullivan Society of San Jose

BACKGROUND

The Gilbert & Sullivan Society of San Jose, doing business as “Lyric Theatre”, contacted the Santa Clara Cultural Commission in February 2019 to explore opportunities for collaboration.

DISCUSSION

The Cultural Commission will hear a presentation, request additional information as needed, discuss criteria and consider the potential for future collaboration with Lyric Theatre in the context of the Commissions’ Work Plan for FY 2018-19 and.

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

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RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci

Approved by: James Teixeira, Director of Parks & Recreation



Agenda Report

19-394

Agenda Date: 4/1/2019

SUBJECT

Action on Balance of Cultural Arts Funding Request for Fiscal Year 2019-2020

BACKGROUND

Annually, the Cultural Commission receives and reviews funding requests from Santa Clara based cultural organizations. Requests are reviewed and evaluated based on the following criteria: community contribution; reflection of community diversity; artistic level; internal management and fiscal responsibility; and public profile. On November 7, 2018, City staff released the 2019-2020 Cultural Arts Funding Application. City staff received five (5) funding applications by the deadline of December 14, 2018.

The following community based organizations submitted a 2019-2020 Cultural Arts Funding Application to the Cultural Commission for review:

- Art Forum,
- Santa Clara Ballet Association,
- Santa Clara Chorale,
- Santa Clara Parade of Champions, and
- The Santa Clara Players.

At the February 4, 2019 Cultural Commission meeting, the Commission recommended Cultural Commission Budget 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. The Commission also recommended that action on the Santa Clara Parade of Champions (SCPOC) application be deferred until after the SCPOC feasibility study was presented to the City Council.

On March 5, 2019, City Council conditionally approved the Parade of Champion subject to verification of its non-profit status and sufficient sponsorship funds were raised by June 25, 2019. In addition, City funding for City Services related to the event was limited to \$71,028 subject to budget authorization for the additional funding. Staff was directed to continue meeting with the SCPOC leadership to monitor event planning milestones and report back to Council in June for final decision. The SCPOC must raise approximately \$80,000 in six months and conduct neighborhood outreach to residents and businesses along the parade route.

DISCUSSION

At the March Cultural Commission meeting, the SPOC requested funds for production of an “after parade” street dance. The Commission discussion included concerns related to lack of funding for City services for the after parade event which would be necessary for a successful event. Furthermore, the application was seen as a duplication of Cultural Commission events. The SCPOC requests \$15,000 for the street dance, but the Commission has \$2,800 in unallocated funds

remaining.

The Commission will review, discuss and may make a recommendation related to the SPOC application, potential Cultural Commission participation in the event, and the remaining Cultural Commission budgeted funds for FY2019-20 to the City Manager's Office.

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

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ALTERNATIVES

1. Recommend funding in the amount of \$2,800 to Santa Clara Parade of Champions for an after-parade concert and dance.
2. Defer a cultural grant recommendation for the Santa Clara Parade of Champions until a later date after City Council final approval.
3. Recommend dispersing funding in the amount of \$2,800 to other community based organizations who applied for 2019-2020 Cultural Arts Funding.

RECOMMENDATION

Alternative 3: Recommend dispersing funding in the amount of \$2,800 to other community based organizations who applied for 2019-2020 Cultural Arts Funding.

Prepared by: Maureen Grzan-Pieracci

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENT

1. 2019-2020 Funding Request - Parade of Champions



FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: SC Parade of Champions IRS 501 (c) 3: Yes No

Main Contact: Ana Vargas-Smith (President)

Address: 958 Lewis St., Santa Clara, Ca 95050

Phone Number: 408-394-2473 **Email:** amvargas@yahoo.com

Date Organization Founded: Oct 19, 2018

Has the organization name changed?: Yes No

If yes, what was the previous organization name? _____

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?
 Yes No

Principal Office and Base of Operations in the City of Santa Clara? Yes No

Proposed Use of Requested Funds:

Post Parade Franklin Street dance following the Santa Clara Parade of Champions on Sep 28, 2019
The Parade is the most unifying community building event in the history of Santa Clara. The one
day event will celebrate our diverse champions across history and the Arts, Culture, Sports,
and Technology City wide. Will include all Schools, University, Community, Civic and Business

List Cultural Events & Programs Approved for Funding in 2018-19:

Previous Amount Granted by the Cultural Commission: \$⁰

Amount Requesting for Fiscal Year 2019-2020: \$ \$10K-\$15K

Amount Requested is 11%-16% **% of Your Total Santa Clara Budget for 2019-2020**

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email mpieracci@santaclaraca.gov.

List of Paid Staff & Salaries (July 1, 2018 – June 30, 2019)

Staff: Parade coordinator Salary: 12,500

Staff: _____ Salary: _____

Number of Volunteer Staff (July 1, 2018 – June 30, 2019): 35

Estimated Annual Number of Patrons, Members, and/or Subscribers: 3300

List of Programs & Fundraisers (Current Fiscal Year – actual & predicted figures)

Program/Fundraiser: _____

Dates: _____

Attendance: _____ Revenue: _____

Total Actual & Estimated Revenue, Grants, Funding & Contributions:

2016/17 \$ _____ 2018/19 \$ 90K TB Funded 2019/20 \$ _____

List of Monetary Assets (including reserves):

\$ 0 Description First Annual event—we have zero reserves

\$ _____ Description _____

\$ _____ Description _____

\$ _____ Description _____

Total: \$ _____

Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ _____

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

List All Publicity Related to Your Performances in 2018-19 & Attach Copies:

Since 2016: Mercury, SC weekly and SC online have published articles about Reclaiming our Downtown a grass roots movement to bring back the Downtown and Build Community in our historical city center. We have promoted the Parade as the solution to showcase our diverse community

Describe How Your Organization Contributes to the Santa Clara Community:

We are a grass roots, volunteer driven, community group whose mission is to bring back the Parade of Champions to celebrate champions across history, art, culture, sports and Technology.

Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision,

membership composition and/or direction, or in tis repertory choice:

Our Membership is 3300—and inclusive of all demographics and age groups. Our mission is the return of our downtown as the historic center for what is possible. We want to showcase our diversity, build community, inspire volunteerism, enrich and celebrate our rich heritage with the return of a one day event— the Parade of Champions and a Cultural Street dance at Franklin Sq

Describe Your Organization's Marketing Strategies:

Publicity and Social Media, Grass roots Collaborating with Civic and community Leaders on Commu with the intention of building community and awareness/alignment about the downtown/parade.

We have met with Unified School District, City government, Chamber, SCU, Old Quad, BART/VTA not for profit groups—it has grown our group from 3 to 3300 members in 2 years.

REVENUE:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Private Business	\$ _____	\$ _____	\$ 50000	\$ _____	\$ _____
Foundation	\$ _____	\$ _____	\$ 10000	\$ _____	\$ _____
Government	\$ _____	\$ _____	\$ 50000	\$ _____	\$ _____
Individual Donation	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Gate Receipts/Sales	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Other: _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total	\$ _____	\$ _____	\$ 110000	\$ _____	\$ _____

EXPENSES:	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Salaries, Fees					
Parade Coordin	\$ _____	\$ _____	\$ 12500	\$ _____	\$ _____
city services	\$ _____	\$ _____	\$ 12000	\$ _____	\$ _____
permits	\$ _____	\$ _____	\$ 1000	\$ _____	\$ _____
PD security	\$ _____	\$ _____	\$ 10000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 35500	\$ _____	\$ _____
Supplies, Materials	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Marketing materi	\$ _____	\$ _____	\$ 3000	\$ _____	\$ _____
office event sup	\$ _____	\$ _____	\$ 1000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 4000	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

EXPENSES (Cont'd)	*2017/2018 Actual Previous Year	*2018/2019 Actual Current Year	*2019/2020 Proposed	**2018/2019 Actual Current Year	**2019/2020 Proposed
Other (Travel, Insurance, etc)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
<u>event insurance</u>	\$ _____	\$ _____	\$ 2000	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ 2000	\$ _____	\$ _____
Rentals					
<u>Parade content</u>	\$ _____	\$ _____	\$ 40000	\$ _____	\$ _____
<u>street dance bai</u>	\$ _____	\$ _____	\$ 5000	\$ _____	\$ _____
<u>Stage sound</u>	\$ _____	\$ _____	\$ 7500	\$ _____	\$ _____
Subtotal	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL EXPENSES	\$ _____	\$ _____	\$ 52500	\$ _____	\$ _____

*This section applies to expenses and income related to programs in the City of Santa Clara only.

**This section applies to the organization's entire budget including the City of Santa Clara's portion.

I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.

Ana Vargas-Smith

Authorized Representative Signature

Ana Vargas-Sm

Printed Name

President

Title

12/12/18

Date

For further information or instructions regarding the application procedure, please contact:

Maureen Grzan-Pieracci
Recreation Supervisor | City of Santa Clara – Parks & Recreation Department
1303 Fremont Street, Santa Clara, CA 95050
Mpieracci@santaclaraca.gov | (408) 615-3192



**City of
Santa Clara**
The Center of What's Possible



Agenda Report

19-355

Agenda Date: 4/1/2019

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 FY 2018-19 goals, events and activities below, with the plan to revisit and discuss the items monthly.

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

DISCUSSION

The Cultural Commission will review and discuss work plan goals, upcoming events, and draft scope for an arts & culture master plan. The Commission will also review, discuss and assign members to subcommittees to meet the goals and objectives of the 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, Recreation Supervisor
Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Cultural Commission 2018-19 Work Plan Budget
2. Rough Draft Scope - Arts Master Plan



**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 & February 5, 2019
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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
	September		
	October		
	November		
	December		
2020	January		
	February		
	March		
	April		

	May		
	June		

*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		\$ (701.00)			
		Charged Particles		\$ (1,000.00)			
		GFI - Sound Production & Talent - Concerts & Street Dance		\$ (25,000.00)			
		Togos		\$ (120.00)			
		Stuart Rental (Stage & Dance Floor)		\$ (2,911.25)			
		Pre- Concert Entertainment					
		Remaining Budget	\$ 6,967.03	\$ (32,672.97)	Total Expenditures		
		Visual Arts	Chalk Art Utility Art Box Art in Public Spaces		\$ 10,500.00		
					\$ -		
					\$ 2,250.00		
	\$ 8,250.00						
April 11 & 25 Youth Art Workshops				\$ (1,757.50)			
April 11 - Bus				\$ (154.42)			
April 11 - Food				\$ (700.00)			
April 25 Supplies				\$ (200.00)			
Concert Activities							
ArtMobilus				\$ (2,000.00)			
Remaining Budget	\$ 5,688.08			\$ (4,811.92)	Total Expenditures		
Marketing, Conferences, and Memberships	Misc Travel, Conferences, and Memberships				\$ 7,330.00		
					\$ 1,475.00		
				T-Shirts		\$ (518.57)	
		Table Cloth		\$ (269.56)			
		Crayons		\$ (449.86)			
		Multicultural Crayons		\$ (324.28)			
			\$ 5,855.00				
		SCI- Hotel		\$ (717.60)			
		SCI - Expenses		\$ (221.12)			
		AAC - Conference		\$ (1,150.00)			
		AAC - Hotel		\$ (1,800.00)			
		AAC- Expenses		\$ (500.00)			
		AAC - Airline		\$ (1,100.00)			
		Remaining Budget	\$ 279.01	\$ (7,050.99)	Total Expenditures		
		\$ 78,320.00	\$ (65,385.88)				

Remaining Budget: \$ 12,934.12

Draft Scope – Arts & Culture Master Plan

1. Integrate City of Santa Clara arts and culture priorities, goals and programs;
2. Assess City of Santa Clara arts and culture assets and locations;
3. Develop policies on acquiring, maintaining and de-acquisitioning commissioned and donated artwork;
4. Engage stakeholders and community-at-large in a collaborate and interactive dialogue;
5. Identify best practices for funding sources in cities of comparable size;
6. Produce a 10 year strategic plan to serve as a framework to support high-impact public art projects.