



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, October 7, 2019

7:00 PM

Senior Center
1303 Fremont Street
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 19-1099 [Cultural Commission Special Meeting Minutes of August 12, 2019](#)

Recommendation: Approve the Cultural Commission Special Meeting Minutes of August 12, 2019.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 19-1100 [Cultural Commission Discussion of Draft Work Plan for FY2019/21](#)

Recommendation: Recommend a Final Work Plan with three to five specific goals with no more than 2 activities/objectives per goal for FY2019/21.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on November 4, 2019.



City of Santa Clara

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

Agenda Report

19-1099

Agenda Date: 10/7/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Special Meeting Minutes of August 12, 2019

RECOMMENDATION

Approve the Cultural Commission Special Meeting Minutes of August 12, 2019.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes of the Cultural Commission Special Meeting August 12, 2019



City of Santa Clara

Special Meeting Minutes

Cultural Commission

08/12/2019

7:00 PM

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

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code §54956 (“The Brown Act”) and Section 708 of the Santa Clara City Charter, the Chair calls for a Special Meeting of the Cultural Commission of the City of Santa Clara to commence and convene on August 12, 2019, at 7:00 p.m. for a Special Meeting at the Senior Center, 1303 Fremont Street, Santa Clara, California, 95050 to consider the following matter(s) and to potentially take action with respect to them.

CALL TO ORDER AND ROLL CALL

Chair Samara called the meeting to order at 7:05 PM.

- Present** 5 - Chair Louis Samara, Commissioner Niha Mathur, Commissioner Debra von Huene, Commissioner Candida Diaz, and Vice Chair Jonathan Marinaro
- Absent** 1 - Commissioner Harbir Bhatia

A motion was made by Commissioner Marinaro and seconded by Commissioner Mathur to excuse Commissioner Bhatia.

Aye: 5 - Chair Samara, Commissioner Mathur, Commissioner von Huene, Commissioner Diaz, and Vice Chair Marinaro

Absent: 1 - Commissioner Bhatia

CONSENT CALENDAR

[19-912](#) Cultural Commission Minutes of July 1, 2019

Recommendation: Approve the Cultural Commission Minutes of July 1, 2019

A motion was made by Commissioner Von Huene and seconded by Commissioner Marinaro to approve the Cultural Commission Minutes of July 1, 2019

Aye: 5 - Chair Samara, Commissioner Mathur, Commissioner von Huene, Commissioner Diaz, and Vice Chair Marinaro

Excused: 1 - Commissioner Bhatia

PUBLIC PRESENTATIONS

Public speaker provided a presentation on the American for the Art Conference.

GENERAL BUSINESS

[19-913](#)

Cultural Commission Discussion of Draft Work Plan for FY2019-2021

Recommendation: Recommend a Final Work Plan with three to five specific goals with no more than 2 activities/objective per goal for FY2019-2021.

The Commissioners discussed and evaluated the Fiscal Year 2019-20 work plan. No action was taken on this item.

STAFF REPORT

There was no staff report.

COMMISSIONERS REPORT

Commissioners Diaz, Van Huene, Bhatia and Chair Samara attended the Friendship City Memorandum of Understanding signing.

Commissioner Von Huene attended the Downtown Committee Task Force Meeting; Agrihood Community Meeting; Participated in a group build for a Burning Man art piece.

Commissioner Mathur attended the Adventure Playground in Berkeley.

ADJOURNMENT

A motion was made by Commissioner Marinaro, and seconded by Commissioner Von Huene to adjourn the meeting at 8:42 PM.

Aye: 5 - Chair Samara, Commissioner Mathur, Commissioner von Huene, Commissioner Diaz, and Vice Chair Marinaro

Excused: 1 - Commissioner Bhatia



Agenda Report

19-1100

Agenda Date: 10/7/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Discussion of Draft Work Plan for FY2019/21

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.

At the July 1, 2019 meeting, the Commission discussed the following draft work plan goals. The attached work plan document further defines the goals and their objectives.

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity
2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city
3. Raise visibility of commemorative months
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission

DISCUSSION

The Cultural Commission will continue to review, modify and discuss FY2019/21 work plan goals and “year at a glance” (Attachment 1). The Commission may 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 <mailto:clerk@santaclaraca.gov> or at the public information desk at any City of Santa Clara public

library.

RECOMMENDATION

Recommend a Final Work Plan with three to five specific goals with no more than 2 activities/objectives per goal for FY2019/21.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Cultural Commission Work Plan for FY2019/21



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2019-2021**

MISSION STATEMENT

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.

VISION STATEMENT

Enriching the lives of our residents and beautifying the city with an inclusive variety of multicultural and relevant programs and the arts.

VALUES

- We are inclusive and diverse.
- We are stewards of the quality of life in our community.
- We are accessible to all demographics, age groups, income levels, and abilities.
- We are collaborative with the community and innovative in our exploration of arts & culture.

PRIORITY

1. Provide inclusive, diverse, multicultural programs for the Community.
2. Increased collaboration and outreach with the community, other civic and corporate Santa Clara organizations, and interdepartmentally to further the mission of the Commission and build on our knowledge base for future leadership.
3. Develop and preserve a variety of art forms and interactive, expressive programming events that complement each other.

GOALS

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2019-2021 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**
 - a. Host free, age-friendly events with diverse, musical acts
- 2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city**
 - a. Advise and recommend public art to City Council
 - b. Host City Utility Box Program
 - c. Host Halloween and Holiday Home Decorating Contests and recognition
 - d. Support City Council to explore new funding sources for public art
 - e. Recommend funding grants and support for community cultural groups
 - f. Partner with citizen groups to place temporary, interactive art in public places and in community celebrations
 - g. 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
 - d. Review calendar and find efficient ways to deliver Commission priorities and collaborate.

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.

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

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)	Samara/Mathur		

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

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Advise and recommend public art to City Council	Von Huene / _____	Ongoing	
Host City Utility Box Program	Diaz	Due 10/30/19	Contracting in progress
Host Halloween and Holiday Home Decorating Contests and recognition	Von Huene / Marinaro	Halloween submission deadline 11/2/19 Holiday submission deadline 12/14/19	In Fall Inside SC
Support City Council to explore new funding sources for public art	Von Huene		

Goal #2 Continued:

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Recommend funding grants and support for community cultural groups	Von Huene		FY 19-20 Contracting in progress
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations	Bhatia/ Marinaro		
Attend Americans for the Arts Conference	Diaz	June 25-28, 2020 Washington, DC	

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	Marinaro/Bhatia		

GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks & Recreation events	All		
Ensure Cultural Commission events and reports are marketed and archived	Mathur		
Present regularly to City Council	Chair or Vice Chair		

GOAL #4 Continued:

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Review calendar and find efficient ways to deliver Commission priorities and collaborate.			

YEAR AT A GLANCE

Cultural Commission Events, Activities & Celebrations

July 2019-December 2020

*All Dates/Times/Events are subject to change

2019		Meetings, Events, and Programs	Commemorative Month
	July	7/12: Concert in the Park - 6:30 p.m. Orquesta 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	Muslim Awareness
	October	Promote Halloween Contest	National Arts & Humanity Month
	November	Halloween Home Decorating Contest submission deadline 11/2 Promote Holiday Home Decorating Contest City Council Halloween Decorating Contest Special Order of Business 11/19	
	December	12/6: Tree Lighting Holiday Home Decorating Contest submission deadline 12/14 & electronic voting 12/14-16. People choice announcement 12/23. 12/15: Bill of Rights	Bill of Rights

2020	January	City Council Meeting & Presentation– 7:00 p.m.	
	February	2/7: Friday Night Live – Library	Black History Month
	March	3/6: Friday Night Live – CRC TBA - Sculpture Exhibition	Women’s History Month
	April	4/6: Friday Night Live – (CRC) City Council Meeting & Presentation– 7:00 p.m.	California Arts, Culture, and Creativity Month
	May	5/8: Friday Night Live – TBD (CRC)	
	June	American for the Arts Conference, Washington DC.	
	July	7/10: Concerts in the Park – Northside – Band TBD 7/17: Concerts in the Park – Central Park – Band TBD 7/24: Concerts in the Park – Central Park – Band TBD 7/31: Concerts in the Park – Central Park – Band TBD	American Independence Santa Clara History
	August	8/7: Street Dance Band – Franklin Mall – Band TBD 8/14: Concerts in the Park – Central Park – Band TBD	Muslim Awareness
	September	City Council Meeting & Presentation– 7:00 p.m.	
	October	TBA - Friday Night Live TBA - Halloween Contest	National Arts & Humanity Month
	November	TBA - Friday Night Live	
	December	TBA - Holiday Home Decorating Contest	Bill of Rights