



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

Monday, November 4, 2019

7:00 PM

Senior Center  
1303 Fremont Street  
Santa Clara, CA 95050

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#### CALL TO ORDER AND ROLL CALL

#### CONSENT CALENDAR

- 1.A 19-1262 [Cultural Commission Regular Meeting Minutes of October 7, 2019](#)

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of October 7, 2019.

#### PUBLIC PRESENTATIONS

#### GENERAL BUSINESS

#### STAFF REPORT

2. 19-1259 [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.

3. 19-1261 [Cultural Commission 2020 Calendar of Meetings](#)

**Recommendation:** Approve the Cultural Commission 2020 Calendar of Meetings.

#### COMMISSIONERS REPORT

#### ADJOURNMENT

*The next meeting will be on December 2, 2019.*



# City of Santa Clara

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

## Agenda Report

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19-1262

Agenda Date: 11/4/2019

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### **REPORT TO CULTURAL COMMISSION**

#### **SUBJECT**

Cultural Commission Regular Meeting Minutes of October 7, 2019

#### **RECOMMENDATION**

Approve the Cultural Commission Regular Meeting Minutes of October 7, 2019.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft Minutes of the Cultural Commission Regular Meeting October 7, 2019



# City of Santa Clara

## Meeting Minutes

### Cultural Commission

10/07/2019

7:00 PM

Senior Center  
1303 Fremont Street  
Santa Clara, CA 95050

#### CALL TO ORDER AND ROLL CALL

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

**Present** 5 - Chair Louis Samara, Commissioner Harbir Bhatia, Commissioner Niha Mathur, Vice Chair Jonathan Marinaro, and Commissioner Teresa Sulcer

**Absent** 2 - Commissioner Debra von Huene, and Commissioner Candida Diaz

**A motion was made by Commissioner Marinaro, seconded by Commissioner Bhatia to excuse Commissioners von Huene and Diaz**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Vice Chair Marinaro, and Commissioner Sulcer

**Absent:** 2 - Commissioner von Huene, and Commissioner Diaz

#### 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.

**A motion was made by Commissioner Marinaro, seconded by Commissioner Mathur to approve the minutes from the Special Meeting on August 12, 2019.**

**Aye:** 4 - Chair Samara, Commissioner Mathur, Vice Chair Marinaro, and Commissioner Sulcer

**Excused:** 2 - Commissioner von Huene, and Commissioner Diaz

**Abstained:** 1 - Commissioner Bhatia

**PUBLIC PRESENTATIONS**

Balraj Singh and Harpreet Kohi spoke to the Commission regarding Sikh Awareness Month.

**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.

The Commission discussed the Work Plan and subcommittees provided updates to the Commission.

**A motion was made by Commissioner Marinaro, seconded by Commissioner Bhatia to Support Sikh Awareness Month with marketing for anniversary events and include Joy of Sewa in the Tree Lighting booth.**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Vice Chair Marinaro, and Commissioner Sulcer

**Excused:** 2 - Commissioner von Huene, and Commissioner Diaz

**STAFF REPORT****COMMISSIONERS REPORT**

**Commissioner Marinaro** attended a business trip on the East Coast and enjoyed many art and music activities.

**Commissioner Bhatia** attended an International Convention in Pakistan, and attended the Migrant Experience Art exhibition at the Triton Museum.

**Commissioner Mathur** created a Kids Gallery Wall in her home.

**Commissioner Saulcer** displayed the community mural from 2018 Street Dance at the Parade of Champions and a Women's Business event at the Triton. She is looking for a permanent home for the mural.

**ADJOURNMENT**

**Commissioner Marinaro motioned, seconded by Commissioner Bhatia to adjourn the meeting at 8:18 p.m.**

**Aye:** 5 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Vice Chair Marinaro, and Commissioner Sulcer

**Excused** 2 - Commissioner von Huene, and Commissioner Diaz

The next regular meeting of the Cultural Commission is November 4, 2019 at 7:00 p.m.



## Agenda Report

19-1259

Agenda Date: 11/4/2019

### 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](mailto: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 10/24/19  Holiday submission deadline 12/14/19	In Fall Inside SC  Council Presentation 11/05/19
Support City Council to explore new funding sources for public art	Von Huene		Commissioners attended State of Art in the City 11/10/19

**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 Completed.
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		December 6 ,2019 Tree Lighting
Ensure Cultural Commission events and reports are marketed and archived	Mathur		
Present regularly to City Council	Chair or Vice Chair		Placemaking 10/22, 2019

**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	<b>7/12:</b> Concert in the Park - 6:30 p.m. Orquesta Latin Heat <b>7/21:</b> Concert in the Park – 2:00 p.m. Genevieve Goings <b>7/26:</b> Concert in the Park - 6:30 p.m. Take 2	American Independence Santa Clara History
	August	<b>8/2:</b> Street Dance – 6:00 p.m. House Rockers <b>8/11:</b> Concert in the Park- 5:30 p.m. LiveWire	Muslim Awareness
	October	<b>Halloween Home Decorating Contest</b> submission deadline 10/23	National Arts & Humanity Month
	November	City Council Halloween Decorating Contest Special Order of Business 11/05/19 Begin Holiday Home Decorating Contest	
	December	<b>12/6:</b> Tree Lighting <b>Holiday Home Decorating Contest</b> submission deadline 12/14 & electronic voting 12/14-16. People choice announcement 12/23. <b>12/15:</b> Bill of Rights	Bill of Rights

<b>2020</b>	January	City Council Dinner 1/28/19	
	February	<b>2/7:</b> Friday Night Live – Library – Tabia	Black History Month
	March	<b>3/6:</b> Friday Night Live – Triton TBA - Sculpture Exhibition	Women's History Month
	April	<b>4/3:</b> Friday Night Live – (CRC) City Council Meeting & Presentation– 7:00 p.m.	California Arts, Culture, and Creativity Month
	May	<b>5/8:</b> Friday Night Live – TBD (CRC)	
	June	American for the Arts Conference, Washington DC.	
	July	<b>7/10:</b> Concerts in the Park – Northside – Band TBD <b>7/17:</b> Concerts in the Park – Central Park – Band TBD <b>7/24:</b> Concerts in the Park – Central Park – Band TBD <b>7/31:</b> Concerts in the Park – Central Park – Band TBD	American Independence Santa Clara History
	August	<b>8/7:</b> Street Dance Band – Franklin Mall – Band TBD <b>8/14:</b> 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



## Agenda Report

19-1261

Agenda Date: 11/4/2019

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### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Cultural Commission 2020 Calendar of Meetings

#### BACKGROUND

According to Resolution No. 5195 (Attachment 1) adopted by the City Council in 1987, the Cultural Commission meets on the first Monday of each month at 7:30 p.m. On April 9, 2019, Council approved Resolution 19-8667 (Attachment 2) which amended the meeting time to 7:00 p.m. and schedule to hold regular meetings at least once a month on Mondays each Month.

#### DISCUSSION

At the November 4, 2019 Cultural Commission meeting, the Commission will review the proposed regular meeting schedule for 2020 (Attachment 3), which includes eleven (11) meetings at 7:00 p.m. on the first Monday of the month January through December, except for September.

#### 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.

#### FISCAL IMPACT

There is no fiscal impact other than administrative time and expense to set the meetings.

#### COORDINATION

This report has been coordinated with the City Attorney's Office.

#### 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](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

#### RECOMMENDATION

Approve the Cultural Commission 2020 Calendar of Meetings.

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

**ATTACHMENTS**

1. Resolution No. 5195
2. Resolution No. 19-8667
3. Cultural Commission 2020 Calendar of Meetings



RESOLUTION NO. 5195

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CLARA INDICATING TIMES AND DAYS FOR EACH BOARD OR COMMISSION OF THE CITY TO HOLD REGULAR MEETINGS ALL AS AUTHORIZED IN SECTION 2-91.1 OF "THE CODE OF THE CITY OF SANTA CLARA, CALIFORNIA"

SECTION 1: Each board or commission shall hold regular meetings at the times and on the days indicated below except when such day falls on a City holiday.

Board of Library Trustees	First Monday of each month at 7:30 p.m.
Civil Service Commission	Second Monday of each month at 7:30 p.m.
Cultural Advisory Commission	First Monday of each month at 7:30 p.m.
Historical and Landmarks	First Thursday of each month at 7:00 p.m.
Parks and Recreation Commission	Third Tuesday of each month at 7:30 p.m.
Planning Commission	Second and Fourth Wednesday of each month at 7:00 p.m.
Senior Citizens Advisory Commission	Fourth Monday of each month at 10:00 a.m.

SECTION 2: The meeting times and days are set by resolution pursuant to Section 2-91.1 of "The Charter of the City of Santa Clara, California", and are subject to amendment from time to time by resolution of the City Council.

SECTION 3: This resolution shall take effect upon its

adoption.

\* \* \* \*

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 12th day of May, 1987, by the following votes:

AYES: COUNCILORS: Ash, Deto, Lasher, Mahan, Nadler, Tobkin  
and Mayor Souza

NOES: COUNCILORS: None

ABSENT: COUNCILORS: None

ABSTAINED: COUNCILORS: None

ATTEST: \_\_\_\_\_  
J. E. BOCCIGNONE  
City Clerk  
City of Santa Clara

**RESOLUTION NO. 19-8667**

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA  
APPROVING THE 2019 CULTURAL COMMISSION CALENDAR OF  
MEETINGS, SETTING THE NUMBER AND START TIME OF  
REGULAR CULTURAL COMMISSION MEETINGS**

**BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, Section 2.120.030 of the Santa Clara City Code (“SCCC”) requires City boards and commissions to hold regular meetings at the times and on the days indicated by resolution of the Council;

**WHEREAS**, Resolution 5195, adopted by the City Council in 1987, states that the Cultural Commission shall hold meetings on the first Monday of each month at 7:30 p.m.; and

**WHEREAS**, on February 4, 2019, the Cultural Commission made a motion to change the start time to 7:00 p.m.

**NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

1. That the City Council hereby finds that the above Recitals are true and correct and by this reference makes them a part hereof.
2. The City Council hereby approves the 2019 Cultural Commission Schedule of Meetings, attached hereto.
3. The City Council hereby amends City Council Resolution 5195 by deleting the following text from that Resolution:  
  
“Cultural Advisory Commission      First Monday of each month at  
7:30 p.m.”
4. The City Council hereby approves setting the Cultural Commission regular meeting start time at 7:00 p.m. and establishes a minimum of one meeting a month scheduled on Mondays, which meetings may be cancelled at the discretion of the City Manager for agenda management purposes.

5. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 19<sup>TH</sup> DAY OF FEBRUARY, 2019, BY THE FOLLOWING VOTE:

AYES: COUNCILORS: Chahal, Davis, Hardy, O'Neill, and Watanabe and Mayor Gillmor

NOES: COUNCILORS: None

ABSENT: COUNCILORS: Mahan

ABSTAINED: COUNCILORS: None

ATTEST: *Nora Pimentel*  
*For* NORA PIMENTEL, MMC  
ASSISTANT CITY CLERK  
CITY OF SANTA CLARA

Attachments incorporated by reference:

1. City Council Resolution 5195
2. 2019 Cultural Commission Meeting Schedule

RESOLUTION NO. 5195

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CLARA INDICATING TIMES AND DAYS FOR EACH BOARD OR COMMISSION OF THE CITY TO HOLD REGULAR MEETINGS ALL AS AUTHORIZED IN SECTION 2-91.1 OF "THE CODE OF THE CITY OF SANTA CLARA, CALIFORNIA"

SECTION 1: Each board or commission shall hold regular meetings at the times and on the days indicated below except when such day falls on a City holiday.

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Parks and Recreation Commission	Third Tuesday of each month at 7:30 p.m.
Planning Commission	Second and Fourth Wednesday of each month at 7:00 p.m.
Senior Citizens Advisory Commission	Fourth Monday of each month at 10:00 a.m.

SECTION 2: The meeting times and days are set by resolution pursuant to Section 2-91.1 of "The Charter of the City of Santa Clara, California", and are subject to amendment from time to time by resolution of the City Council.

SECTION 3: This resolution shall take effect upon its

adoption.

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I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 12th day of May, 1987, by the following votes:

AYES: COUNCILORS: Ash, Deto, Lasher, Mahan, Nadler, Tobkin  
and Mayor Souza

NOES: COUNCILORS: None

ABSENT: COUNCILORS: None

ABSTAINED: COUNCILORS: None

ATTEST: J. E. BOCCIGNONE  
City Clerk  
City of Santa Clara



All Cultural Commission meetings take place at:  
Santa Clara Senior Center,  
1303 Fremont Street,  
Santa Clara, CA 95050

- January 7, 2019 at 7:00 p.m.
- February 4, 2019 at 7:00 p.m.
- March 4, 2019 at 7:00 p.m.
- April 1, 2019 at 7:00 p.m.
- May 6, 2019 at 7:00 p.m.
- June 3, 2019 at 7:00 p.m.
- July 1, 2019 at 7:00 p.m.
- August 5, 2019 at 7:00 p.m.
- October 7, 2019 at 7:00 p.m.
- November 4, 2019 at 7:00 p.m.
- December 2, 2019 at 7:00 p.m.



All Cultural Commission meetings take place at:  
Santa Clara Senior Center,  
1303 Fremont Street,  
Santa Clara, CA 95050

- January 6, 2020
- February 3, 2020
- March 2, 2020
- April 6, 2020
- May 4, 2020
- June 1, 2020
- July 6, 2020
- August 3, 2020
- October 5, 2020
- November 2, 2020
- December 7, 2020



