



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, January 6, 2020

7:00 PM

Senior Center
1303 Fremont Street
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 19-1422 [Cultural Commission Regular Meeting Minutes of November 4, 2019](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of November 4, 2019.

- 1.B 19-1423 [Cultural Commission Regular Meeting Minutes of December 2, 2019](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of December 2, 2019.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 19-1425 [Presentation by the Magical Bridge Foundation](#)
3. 19-1424 [Discussion of Cultural Commission Work Plan FY2019/21](#)

Recommendation: Discuss the Work Plan FY 2019/21 and notate accomplishments to date.

4. 19-1426 [Discussion of the Utility Box Art Program](#)

Recommendation: There is no staff recommendation.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, February 3, 2020 at the Senior Center.



City of Santa Clara

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

Agenda Report

19-1422

Agenda Date: 1/6/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of November 4, 2019

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of November 4, 2019.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes of the Cultural Commission Meeting November 4, 2019



City of Santa Clara

Meeting Minutes

Cultural Commission

11/04/2019

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 7:04 p.m. Commissioners were notified that Commissioner Bhatia would arrive late to the meeting.

Present 7 - Chair Louis Samara, Commissioner Harbir Bhatia, Commissioner Niha Mathur, Commissioner Debra von Huene, Commissioner Candida Diaz, Vice Chair Jonathan Marinaro, and Commissioner Teresa Sulcer

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.

A motion was made by Commissioner Marinaro, seconded by Commissioner Sulcer to approve the minutes as amended for the Regular Cultural Commission meeting on October 7, 2019.

Aye: 6 - Chair Samara, Commissioner Mathur, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, and Commissioner Sulcer

Absent: 1 - Commissioner Bhatia

Commissioner Bhatia arrived at 7:10 p.m.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

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.

The Commission discussed the work plan and provided updates to each of the goal areas. No action was taken on this item.

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

Recommendation: Approve the Cultural Commission 2020 Calendar of Meetings.

A motion was made by Commissioner Marinaro, seconded by Commissioner von Huene to approve the Cultural Commission 2020 Calendar of Meetings.

Aye: 7 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, and Commissioner Sulcer

STAFF REPORT

Recreation Manager Castro invited the Commission to the Bowers Park Playground Ribbon Cutting event on November 6, 2019. Commissioners Marinaro and von Huene confirmed attendance at the Halloween Home Decorating Contest Special Order of Buisness at the November 5, 2019 City Council meeting.

COMMISSIONERS REPORT

Chair Samara and Commisisoner Sulcer attended the State of the Arts in our City event that was held at the Triton Museum on October 10, 2019.

Commissioner Mathur enjoyed a recent visit to the San Francisco Museum of Modern Art.

Commissioner Marinaro enjoyed many art and music events during a recent buisness trip to the East Coast.

Commissioner Bhatia visited India and World Equality Day in Washington DC.

Commissioner von Huene attended two downtown community taskforce meetings in October. Last month co-led a creative community and placemaking workshop at Esalen Institue.

Commissioner Sulcer enjoyed a recent visit to a pop up park on the City Plaza in the City of Mountain View .

ADJOURNMENT

A motion was made by Commissioner Marinaro, seconded by Commissioner Bhatia to adjourn the meeting at 8:42 p.m.

Aye: 7 - Chair Samara, Commissioner Bhatia, Commissioner Mathur, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, and Commissioner Sulcer



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
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@SantaClaraCity

Agenda Report

19-1423

Agenda Date: 1/6/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of December 2, 2019

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of December 2, 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 December 2, 2019



City of Santa Clara

Meeting Minutes

Cultural Commission

12/02/2019

7:00 PM

Senior Center
1303 Fremont Street
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

The meeting was called to order by **Chair Samara** at 7:00 p.m.

There were not sufficient Commissioners present to meet a quorum.

Present 3 - Chair Louis Samara, Commissioner Debra von Huene, and
Commissioner Teresa Sulcer

Absent 4 - Commissioner Harbir Bhatia, Commissioner Niha Mathur,
Commissioner Candida Diaz, and Vice Chair Jonathan Marinaro

CONSENT CALENDAR

1.A [19-1359](#) Cultural Commission Regular Meeting Minutes of November 4, 2019

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of November 4, 2019.

Not considered due to lack of quorum.

No action.

PUBLIC PRESENTATIONS

Resident **Gabrielle Seagrave** spoke to the Commission in favor of public art, specifically Utility Box Art and Sidewalk Art that was LGBTQ friendly.

Resident **LaDonna Silva** spoke to the Commission in favor of public art, specifically Utility Box art and Sidewalk art that was LGBTQ friendly.

GENERAL BUSINESS

2. [19-1350](#) Discussion of Cultural Commission Work Plan for FY2019/21

Recommendation: Provide an update to the Work Plan for FY 2019/21 and notate accomplishments to date.

Not considered due to lack of quorum.

No action.

3. [19-1390](#) Presentation by the Magical Bridge Foundation

Not considered due to lack of quorum.

No action.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The meeting was adjourned to January 6, 2020 at 7:15 p.m.

Adjourned



Agenda Report

19-1425

Agenda Date: 1/6/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Presentation by the Magical Bridge Foundation

BACKGROUND

The City entered into an agreement with the Magical Bridge Foundation to assist in the design, license and partial funding of a Magical Bridge All Inclusive Playground in Central Park (Project). This new playground will replace the 1960's era Arbor Center Playground on the Kiely Boulevard side of Central Park. The Project will be funded through City Capital Improvement Program funds in the amount of \$1.8 million dollars, an All Inclusive Playground Grant from the County of Santa Clara in the amount of \$1.7 million dollars and additional funding of at least \$1 million dollars raised by the Magical Bridge Foundation through individual, community and corporate support.

Over the last several years the City Council has adopted a goal to "enhance parks and recreation assets" and supported new park and playground standards that embrace inclusion and age-friendly design. The recently rehabilitated Bowers Park Playground implemented these design standards.

The design standards promote community health and wellness and appropriate for all persons and all abilities of users. The Magical Bridge Playground in Central Park will be approximately one acre in size, provide distinct zones of play with each play element, offered in multiple ways. It will address the developmental needs of children and the physical, cognitive and social needs of all playground guests, and foster positive connections with others.

Magical Bridge Foundation will engage the whole community to increase awareness for the benefits of the All-Inclusive Playground and to solicit needed financial support for the completion of the Project and necessary park improvements that will support community access and use of the playspace.

DISCUSSION

Representatives from the Magical Bridge Foundation will provide a brief Project overview and opportunities for the community to be involved in the fundraising effort and playground design.

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

Funding for this Project in the amount of \$1.8 million dollars has been allocated by the City of Santa Clara, and a matching grant (All-Inclusive Playground Grant) awarded by the County of Santa Clara

in the amount of \$1.7 million dollars. Additional funding of at least \$1 million dollars is needed to be raised by the Magical Bridge Foundation through individual, community and corporate support to complete the Project and other necessary park improvements that will support community access and use of the play space.

PUBLIC CONTACT

Public contact was made by posting the Commission 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

None.

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation



Agenda Report

19-1424

Agenda Date: 1/6/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion of Cultural Commission Work Plan FY2019/21

BACKGROUND

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

The Cultural Commission Work Plan FY2019/21 (Attachment 1) (Work Plan) provides additional details about the goals, objectives, activities, timelines and status of the current Commission efforts. At the July 1, 2019 meeting, the Commission adopted the following goals.

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

DISCUSSION

The Cultural Commission will continue to review and discuss the Work Plan objectives/activities, timelines, and status found in the table(s) below. The Commission may also discuss and assign members to subcommittees to work on completion of the objectives.

GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical activities (Friday Night Live, Concert the Park, Street Dance)	Samara/Mathur	2/7/20 - Central Library 3/7/20 - Triton	February & March are scheduled & contracted GFI 2020 contract in progress

GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city.
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Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Advise and recommend art to City Council	Von Huene	Ongoing	
Host City Utility Box Project	Von Huene/Diaz	Due 12/31/2019	2 of 5 Completed
Host Halloween and Home Decorating Contest recognition	Von Huene / Marinaro	Halloween submission deadline 10/24/19 Holiday submission deadline 12/14/19	Halloween Completed Holiday presentation to Council 1/28/2020
Support City Council to find new funding sources for art	Von Huene		Commissioners attended State of Art in the City 11/10/19
Recommend funding grant support for community groups	Von Huene	March 2020 for FY 20/21	FY 19-20 Contracting Completed.
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations	Bhatia/ Marinaro	Ongoing	
Attend Americans for the Arts Conference	Diaz & Von Huene	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

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 recorded and archived	Mathur	Ongoing	In process
Present regularly to City Council	Chair or Vice Chair		Placemaking Oct. 22, 2019, Nov. 5, 2019; Jan. 28, 2020

Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	
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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

Discuss the Work Plan FY 2019/21 and notate accomplishments to date.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Cultural Commission Work Plan FY2019/21



**City of
Santa Clara**

Cultural Commission

Work Plan FY 2019/21

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	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	Halloween Home Decorating Contest 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	12/6: Tree Lighting Holiday Home Decorating Contest submission deadline 12/16 & electronic voting 12/17-18. People choice announcement 12/23. 12/15: Bill of Rights	Bill of Rights
2020	January	City Council Dinner 1/28/19 Recognition of Holiday Home Decorating	

		Contest Winners	
	February	2/7: Friday Night Live – Library – Tabia	Black History Month
	March	3/6: Friday Night Live – Triton – Broceliande TBA - Sculpture Exhibition	Women’s History Month
	April	4/3: 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)	South Asian and Asian Pacific Heritage Month Jewish American Heritage Month
	June	American for the Arts Conference, Washington DC.	LGBT Pride Month
	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 & Appreciation
	September	City Council Meeting & Presentation– 7:00 p.m.	Constitution Day & Citizenship Day National Hispanic Heritage Month
	October	TBA - Friday Night Live TBA - Halloween Contest	National Arts & Humanity Month
	November	TBA - Friday Night Live	American Indian Heritage Month Sikh Awareness Month
	December	TBA - Holiday Home Decorating Contest	Human Rights Day



Agenda Report

19-1426

Agenda Date: 1/6/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion of the Utility Box Art Program

BACKGROUND

In 2012, the Santa Clara Cultural Commission began a pilot Utility Box Art Program (Program) to deter graffiti and add art to approved utility objects throughout the City. The program was put on hold in early 2018 to address program concerns. At a joint dinner meeting of the Cultural Commission and City Council on September 11, 2018, the Cultural Commission and City Council discussed the status of the Program. The Cultural Commission shared an interest in reinstating the Program upon review and revision by the City Attorney's Office.

At the December 3, 2018 Cultural Commission meeting, Deputy City Attorney Diana Fazely presented an update and recommendations on how to proceed with the Utility Box Art Program. The Commission approved a motion to "accept the City Attorney's Office recommendation and defer program guideline revisions to the Cultural Commission's Arts in the Public Spaces subcommittee". Subcommittee members met in January 2019 and drafted new program guidelines. After City Attorney review, a new application, guidelines and artist agreement for the Program were created.

On April 1, 2019, subcommittee members reviewed the Program application and presented the Cultural Commission with an update as part of the Commission's Work Plan agenda item. On April 15, the 2019 Utility Box Art Program application was released to the public and art community. By the May 13, 2019 due date, nineteen (19) applications were received and were eligible for Commission consideration.

At the June 4, 2019 meeting of the Commission five (5) artist applications were approved. At the time of this report, two artists have completed the artwork on the utility boxes, and three artists are in process and should be completed by the end of January 2020.

Five (5) traffic control signal boxes were approved by Public Work Department and Silicon Valley Power for use in the 2019 Utility Box Art Program. The box location, project status and themes are:

- Lafayette/Lexington - Completed - *Frida*
- Lafayette/Franklin - Completed - *Happiness Around the World*
- Benton/Pomeroy - In Process - *Representation*
- Monroe/Chromite - In Process - *Santa Clara Looking into the Past*
- Monroe/Meadowbrook - In Process - *Saving Water*

DISCUSSION

The Commission will review the 2019 Utility Box Art Program and discuss potential next steps for the

Program. The Commission could consider developing a marketing piece that could highlight the artists, boxes and provide additional informational about the program. Other aspects of the Program consideration and discussion could include identifying additional utility box locations and call for artists in 2020, matching existing 2019 artist applicants with new utility box locations, or initiate the study of a new public art program for 2020 different than the utility box program which may require additional research, review and separate Council approval from the existing Program.

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.

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation