



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, February 3, 2020

7:00 PM

Senior Center
1303 Fremont Street
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 20-104 [Cultural Commission Regular Meeting Minutes of January 6, 2020](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of January 6, 2020.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 20-105 [Presentation by the Magical Bridge Foundation](#)
3. 20-106 [Discussion of Cultural Commission Work Plan FY2019/21](#)

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

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next meeting of the Cultural Commission is on March 2, 2020.



City of Santa Clara

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

Agenda Report

20-104

Agenda Date: 2/3/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of January 6, 2020

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of January 6, 2020.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting January 6, 2020



City of Santa Clara

Meeting Minutes

Cultural Commission

01/06/2020

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.

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 [20-1422](#) Cultural Commission Regular Meeting Minutes of November 4, 2019

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

A motion was made by Commissioner Diaz, seconded by Vice Chair Marinaro, that this item be approved. The motion carried by the following vote:

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

1.B [20-1423](#) Cultural Commission Regular Meeting Minutes of December 2, 2019

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

A motion was made by Commissioner Diaz, seconded by Vice Chair Marinaro, that this item be approved. The motion carried by the following vote:

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

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [20-1425](#) Presentation by the Magical Bridge Foundation

Deferred to February

3. [20-1424](#) Discussion of Cultural Commission Work Plan FY2019/21

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

The Commission discussed each of the work plan goals. No action was taken on this item.

4. [20-1426](#) Discussion of the Utility Box Art Program

Recommendation: There is no staff recommendation.

Staff shared progress made on the 2019 Utility Box program. Three of the five artists are complete. The others are expected to finish by May, 2020. No action was taken on this item.

STAFF REPORT

None.

COMMISSIONERS REPORT

Commissioner von Huene attended the Economic Development meeting; Catalyst Silicon Valley Meeting; Downtown Citizen Advisory Taskforce and Triton Museum meeting.

Commissioner Marinaro attended San Jose Opera

Commissioner Samara is working on a Youth inventors program with the US Patent Office

Commissioner Bhatia is being recognized by the Junior League as the Tiffany Bowl winner in January and attended the Dickens Fair

Commssioner Mathur attended Vasona Park Festival of Lights

ADJOURNMENT

Vice Chair Marinaro motioned and Commissioner Diaz seconded to adjourn the meeting at 8:41 PM.

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

The Commission is adjourned to February 3, 2020.



Agenda Report

20-105

Agenda Date: 2/3/2020

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 are 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

20-106

Agenda Date: 2/3/2020

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 below and in the attachment. 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 residents with cultural diversity.

Friday Night Live

3/7/2020 - at Triton, Broceliande

4/3/2020 - at Triton, Vossa Blue

Summer Concert Series

Scheduled and booked - see work plan for detail

Street Dance

Scheduled and booked - see work plan for detail

GOAL #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, ongoing

- b. Host City Utility Box Program, 3 of 5 Completed
- c. Host Halloween and Holiday Home Decorating Contests and recognition, Completed
- d. Support City Council to explore new funding sources for public art, ongoing
- e. Recommend funding grants and support for community cultural groups, March 2020
- f. Partner with citizen groups to place temporary, interactive art in public places and in community celebrations, ongoing
- g. Attend Americans for the Arts Conference, June 25-28, 2020 Washington, DC

GOAL #3: Raise visibility of commemorative months

- a. Partner with community groups to host and promote commemorative month's honoree; Developed scope of work 1/2020; Suggested discussion with Economic Development & Marketing Committee

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

On task - see work plan for detail

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

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

ATTACHMENT

1. Cultural Commission 2019-2021 Work Plan



**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.

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	2/7/20 – Cancelled 3/7/2020 – Triton Broceliande 4/3/2020 –Triton Vossa Blue	March scheduled & contracted; April in progress Summer Concert Series booked.

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	Von Huene/Diaz	Due May, 2020	3 of 5 Completed
Host Halloween and Holiday Home Decorating Contests and recognition	Von Huene / Marinaro	Halloween submission deadline 10/24/19 Holiday submission deadline 12/14/19	Halloween Completed Holliday Completed
Support City Council to explore new funding sources for public art	Von Huene		Commissioners attended State of Art in the City 11/10/19
Recommend funding grants and support for community cultural 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	Marinero/Bhatia		Developed scope of work 1/2020 Suggested discussion with Economic Development & Marketing Committee

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	Complete
Ensure Cultural Commission events and reports are marketed and archived	Mathur	Ongoing	In process
Present regularly to City Council	Chair or Vice Chair		Jan. 28, 2020; April 2020
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	

YEAR AT A GLANCE

Cultural Commission Events, Activities & Celebrations

January 2020-December 2020

*All Dates/Times/Events are subject to change

2020	January	City Council Dinner 1/28/19 Recognition of Holiday Home Decorating Contest Winners	
	February	2/7: Friday Night Live – Library – Cancelled Sculpture Exhibition Call for Exhibitors	Black History Month
	March	3/6: Friday Night Live – Triton – Broceliande	Women’s History Month
	April	4/3: Friday Night Live – Vossa Blue City Council Meeting & Presentation– 7:00 p.m.	
	May	5/8: Friday Night Live – TBD (CRC)	South Asian and Asian Pacific Heritage Month
	June	American for the Arts Conference, Washington DC.	LGBT Pride Month
	July	7/10: Concerts in the Park – Live Oak Park – Hitman 7/17: Central Park – Latin Heat 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 – Neon Velvet 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