



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, December 7, 2020

7:00 PM

Virtual Meeting

Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the City of Santa Clara has implemented methods for the public to participate remotely.

Via Zoom:

<https://santaclaraca.zoom.us/j/98272283531>

Webinar ID: 982 7228 3531

Or join by phone: 1 669 900 6833

The meeting set-up is in line with the recommendations of the COVID-19 White House Task Force, which notes no more than ten (10) people gathering. The Chair will be present for the meeting with the staff liaison and commissioners participating remotely.

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 20-1178 [Cultural Commission Regular Meeting Minutes of November 2, 2020](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of November 2, 2020.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 20-1175 [Cultural Commission Work Plan FY2020/21 Goals and Activities](#)

Recommendation: Adopt Cultural Commission Work Plan FY2020/21

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on January 4, 2021.



City of Santa Clara

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

Agenda Report

20-1178

Agenda Date: 12/7/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of November 2, 2020

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of November 2, 2020.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting November 2, 2020



City of Santa Clara

Meeting Minutes

Cultural Commission

11/02/2020

7:00 PM

Virtual Meeting

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CALL TO ORDER AND ROLL CALL

The meeting was called to order by Chair Samara at 7:03 P.M.

Present 5 - Chair Louis Samara, Commissioner Niha Mathur, Commissioner Debra von Huene, Commissioner Candida Diaz, and Commissioner Teresa Sulcer

Absent 2 - Commissioner Harbir Bhatia, and Vice Chair Jonathan Marinaro

CONSENT CALENDAR

1.A [20-1029](#) Cultural Commission Regular Meeting Minutes of October 5, 2020.

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of October 5, 2020.

A motion was made by Commissioner von Huene and seconded by Commissioner Diaz, that this item be adopted. The motion passed with the following vote:

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

Absent: 2 - Commissioner Bhatia, and Vice Chair Marinaro

PUBLIC PRESENTATIONS

Atisha Varshney made a public presentation and shared a community driven art initiative for an outdoor art activity on Franklin Street.

Suska made a public presentation in favor of outdoor street performers and musicians.

GENERAL BUSINESS

2. [20-1019](#) Identify Cultural Commission Work Plan FY2020/21 Goals and Activities

Recommendation: Identify Cultural Commission Work Plan FY2020/21 Goals and Activities

Commissioners reviewed the Work Plan goals and activities presented by subcommittees. Work Plan goals and activities will be presented at the December meeting. No action was taken on this item.

STAFF REPORT

Recreation Manager Castro provided an update of events and activities that occurred in October. She announced a CPOD (Commodity Point of distribution) that the City will operate, starting in November at the Salvation Army. She also mentioned the Virtual Tree lighting that will take place December 4, recreation classes and programs that are underway, and a new marketing campaign, "Play it Safe Santa Clara". She reported on the Halloween Home decorating Contest had 22 entries for the six (6) districts. It was suggested that next year a Commissioner and Council member deliver the signs.

COMMISSIONERS REPORT

Commissioner von Huene volunteered with Catalyze SV for a Secret San Jose Zoom Meeting with an author of a book about secret places in San Jose (including Santa Clara and Sunnyvale).

Commissioner Diaz elaborated on the Halloween Home Decorating Contest she judged along with Commissioner Bhatia and Vice Chair Marinaro. She mentioned since a lot of kids were not trick or treating, families drove around to visit the houses on Halloween night. She had a fun time judging Halloween and it was well received by the public. She mentioned that for Christmas it will be the same situation, and suggested for the Holiday Home Decorating Contest, there should be more marketing online with that program. She would like to get more visibility to the program.

Chair Samara mentioned he drove around his neighborhood since kids were not trick or treating.

ADJOURNMENT

A motion was made by Commissioner Diaz, seconded by Commissioner von Huene, that the meeting be adjourned at 8:23 P.M.

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

Absent: 2 - Commissioner Bhatia, and Vice Chair Marinaro



Agenda Report

20-1175

Agenda Date: 12/7/2020

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Work Plan FY2020/21 Goals and Activities

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.

In FY2020/21, the Cultural Commission proposed the following goals and assigned commissioner sub-committees:

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.
 - a. Subcommittee: Commissioners Diaz, Mathur and von Huene.
3. Raise visibility of commemorative month celebrations.
 - a. Subcommittee: Commissioners Bhatia, Mariano and Sulcer.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
 - a. Subcommittee: Chair Samara

DISCUSSION

In October 2020, the Commission resumed virtual meetings, discussed FY 2020/21 Work Plan goals, and identified subcommittees to work on activities that support the goals. At the November 2, 2020 Regular Meeting, the subcommittees reported on ideas for activities in support of the goals that would align with the Commissions budget allocations as well as conform to COVID19 State and County health and safety requirements. At the December 7, 2020 Regular Meeting, the Commission will discuss and may take action to approve a work plan inclusive of goals and activities for the remainder of the fiscal year (Attachment 1 - Work Plan FY2020/21).

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

Adopt Cultural Commission Work Plan FY2020/21

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan FY2020/21



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2020/21**

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 2020/21 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. Identify available Utility Boxes in the City for Artist Utility Box Program
 - c. Host Halloween and Holiday Home Decorating contests and recognition
 - d. Develop Art Exhibition (Sculpture & COVID Survivors)
 - e. Recommend funding grants and support for community cultural groups (*on hold*)
 - f. Advocate for citywide Art Master Plan
 - g. Update City interactive web-based public art map
- 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. Ensure Cultural Commission events and reports are marketed and archived
 - b. Present regularly to City Council
 - c. 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	TBD	<i>On hold based on Risk Reduction Orders.</i>

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	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Identify available boxes in FY 20/21.	
Host Halloween and Holiday Home Decorating Contests and recognition	Halloween - Diaz, Marinaro, Bhatia Holiday – Samara, Diaz	October 30 Holiday Nov. 30- Dec. 21	Presentation Nov. 17
Advocate for citywide Art Master Plan	von Huene		
Recommend funding grants and support for community cultural groups	On hold FY 2020/21	On hold FY 2020/21	On hold FY 2020/21
Update City interactive web-based public art map	Mathur		
Develop Art Exhibition (Sculpture & Survivors)	von Huene		

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	Sulcer, Marinaro, Bhatia	Celebration of Seasons Oct-Jan	Celebration of Seasons in progress

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	TBD	On hold FY 2020/21
Ensure Cultural Commission events and reports are marketed and archived	Mathur, Samara	Ongoing	In process
Present regularly to City Council	Chair or Vice Chair		Nov. 17, other dates TBD
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	