



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, January 4, 2021

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 21-1313 [Cultural Commission Regular Meeting Minutes of December 7, 2020](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of December 7, 2020.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 21-1314 [Review and Discuss the Cultural Commission Work Plan FY2020/21 Goals and Activities](#)

Recommendation: Discuss and provide updates to the Cultural Commission Work Plan FY2020/21

3. 21-1414 [Presentation to Commission Regarding San Jose Public Art Master Plan](#)

Recommendation: There is no recommendation. This item is informational.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next meeting will be on Monday, February 1, 2021 at 7:00 p.m.

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. If a person wishes to challenge the nature of the above section in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Santa Clara, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the City of Santa Clara will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The City of Santa Clara will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the City's programs, services, and activities. The City of Santa Clara will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the City in an appropriate alternative format. Contact the City Clerk's Office at 1 408-615-2220 with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.



City of Santa Clara

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

Agenda Report

21-1313

Agenda Date: 1/4/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of December 7, 2020

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of December 7, 2020.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting December 7, 2020



City of Santa Clara

Meeting Minutes

Cultural Commission

12/07/2020

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.

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CALL TO ORDER AND ROLL CALL

The meeting was called to order by Chair Samara at 7:06 P.M.

Present 5 - Chair Louis Samara, Commissioner Debra von Huene, Commissioner Candida Diaz, Vice Chair Jonathan Marinaro, and Commissioner Teresa Sulcer

Absent 2 - Commissioner Harbir Bhatia, and Commissioner Niha Mathur

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.

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

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

Absent: 2 - Commissioner Bhatia, and Commissioner Mathur

PUBLIC PRESENTATIONS

Atisha Varshney spoke in favor of the Franklin Forward Art Project.

GENERAL BUSINESS

Commissioners reviewed the Work Plan and goals and activities presented by subcommittees. Date changes and subcommittee changes were made to the Work Plan.

Commissioner Bhatia joined meeting at 7:09 P.M.

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

Recommendation: Adopt Cultural Commission Work Plan FY2020/21

A motion was made by Commissioner von Huene and seconded by Commissioner Bhatia, that the Work Plan FY2020/21 Goals and Activities be approved with modifications of dates and subcommittee changes. Changes are made in the report and will be presented at the Jan. 4 meeting.

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

Absent: 1 - Commissioner Mathur

A motion was made by Commissioner von Huene and seconded by Commissioner Diaz, to add an item to the Jan. 4, 2021 Cultural Commission Agenda to introduce Juan Murieta, a City of San Jose Cultural Commissioner and member of the California Arts Council, to provide a presentation on approaches to projects and development of a draft Art Master Plan.

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

Absent: 1 - Commissioner Mathur

Atisha Varshney spoke in favor a citywide Art Master Plan .

STAFF REPORT

Recreation Manager Castro provided an update on Recreation events, including Elf in the park and the Holiday Home Decorating Contest. She will provide date for judging. She mentioned there is a City Council installation on December 8, and that everyone should have received an invitation to attend. In addition, she is looking forward to the upcoming videos the commission is providing for the holidays, as they need to be approved before posting.

COMMISSIONERS REPORT

Chair Samara mentioned the Halloween videos and contest. He presented at the City Council meeting. Council delivered certificates. He said it was very well received and thanked everyone. Participation increased from last year.

Commissioner Bhatia reported she is working with Rotary, Christmas for Kids. Requested that anyone who wants to share art or gifts, or clothes for the Honduras relief should contact her.

Commissioner von Huene acknowledged how well received the Diwali video was and that it had more than 1000 views and great comments. Mentioned the Hanukkah video. She is volunteering on Catalyze SV. community engagement team. Facilitated online meetings focusing on the arts.

Commissioner Marinaro mentioned he is working on the Hanukkah video and it will be posted on the Cultural Commission page.

Commissioner Sulcer mentioned she is working on the Kwanzaa video.

ADJOURNMENT

A motion was made by Commissioner von Huene, seconded by Vice Chair Marinara, that the meeting be adjourned at 8:18 P.M.

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

Absent: 1 - Commissioner Mathur



Agenda Report

21-1314

Agenda Date: 1/4/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Review and Discuss the 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 adopted the following goals and assigned commissioners to sub-committees:

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.
 - a. Subcommittee: Chair Samara
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 Commission's budget allocations as well as conform to COVID19 State and County health and safety requirements. At the December 7, 2020 Regular Meeting, the Commission discussed and took action to approve the work plan inclusive of goals and activities for the remainder of the fiscal year (Attachment 1).

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

Discuss and provide updates to the 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:

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. FY 2020/21 Budget: \$10,850			
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	von Huene	By June 2021	

Master Plan			
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	By June 2021.	
Develop Art Exhibition (Sculpture & Survivors)	von Huene	TBD	

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
Expand social media presence by sharing online cultural events	Bhatia	Regularly	
Develop a coloring book or shared diversity experience document that downloadable and interactive	Bhatia	By June 2021.	

GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission. FY 2020/21 Budget: \$7,333			
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	Samara	Ongoing	In process

marketed and archived			
Present regularly to City Council	Chair or Vice Chair	As needed	Nov. 17, other dates TBD
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	



Agenda Report

21-1414

Agenda Date: 1/4/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Presentation to Commission Regarding San Jose Public Art Master Plan

COUNCIL PILLAR

Enhance Community Sports, Recreational and Arts Assets

BACKGROUND

City of San José's has an Office of Cultural Affairs (OCA) responsible for supporting the development of a rich arts and cultural environment for the city's diverse one million residents and its many visitors. In 2017, the OCA [Public Art NEXT! <https://www.sanjoseca.gov/your-government/departments/office-of-cultural-affairs/plans-reports/public-art-master-plan>](https://www.sanjoseca.gov/your-government/departments/office-of-cultural-affairs/plans-reports/public-art-master-plan), an update to the City of San José's existing 2001 Public Art Master Plan. The Public Art Master Plan is intended to guide San José's Public Art Program.

Public Art NEXT! was created through a process that included national and local expertise, as well as research and consultation with stakeholders. The planning team was led by urban designer Todd Bressi and public art consultant Meridith McKinley who worked over a year with Public Art Program staff, city government, the art and business communities, and the community at large. The team conferred extensively with the San José Arts Commission's Public Art Committee, and with a broad-based, 41-member Steering Committee assembled specifically for this process.

DISCUSSION

In 2019, the City of Santa Clara's Cultural Commission discussed and recommended beginning a citywide Art Master Plan process for the City of Santa Clara. A meeting was held with key leadership in the City of Santa Clara in early 2020 to discuss the feasibility of an Arts Master Plan. While there was interest expressed, and the Council included the arts in one of their Pillars, the pandemic and other Council goals took priority in 2020.

For Fiscal Year 2020/21 the Cultural Commission has included a goal in their work plan to: "Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City." Within this goal, the Cultural Commission has an action item to "Advise and recommend public art to City Council" and "Advocate for a citywide Art Master Plan."

Ron Muriera, is a member of the City of San Jose Art Commission and owner of RPM Consulting. In his role as an arts and culture strategist, he was invited by the Santa Clara Cultural Commission to provide an overview of the City of San Jose Public Art Master Plan and explain how it has assisted the City of San Jose to organize the city's formal public art and cultural programming, and answer any Commission questions.

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

None.

PUBLIC CONTACT

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RECOMMENDATION

There is no recommendation. This item is informational.

Prepared by: Kimberly Castro, Recreation Manager
Approved by: James Teixeira, Director of Parks & Recreation