



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, April 5, 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 21-296 [Cultural Commission Regular Meeting Minutes of March 1, 2021](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of March 1, 2021.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 21-482 [Cultural Commission Work Plan FY2020/21 Goals and Activities](#)

Recommendation: Provide status reports on the FY 2020/21 Cultural Commission work plan goals and activities.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next meeting will be on Monday, May 3, 2021.

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.

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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

21-296

Agenda Date: 4/5/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of March 1, 2021

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of March 1, 2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting March 1, 2021



City of Santa Clara

Meeting Minutes

Cultural Commission

03/01/2021

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 7:01 P.M.

Present 6 - Chair Louis Samara, Commissioner Niha Mathur, Commissioner Debra von Huene, Commissioner Candida Diaz, Vice Chair Jonathan Marinaro, and Commissioner Teresa Sulcer

Absent 1 - Commissioner Harbir Bhatia

CONSENT CALENDAR

1.A [21-58](#) Cultural Commission Regular Meeting Minutes of February 1, 2021

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of February 1, 2021.

A motion was made by Commissioner Diaz, seconded by Commissioner Mathur, 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: 1 - Commissioner Bhatia

Abstained: 1 - Vice Chair Marinaro

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [21-265](#) Cultural Commission Work Plan FY2020/21 Goals and Activities

Recommendation: Provide status reports on the FY 2020/21 Cultural Commission work plan goals and activities.

The commission discussed the work plan goals and reported on the progress made in each area.

Goal #2-Commissioner von Huene gave a presentation on the 2021 Surviving Covid Pocket Exhibition, and shared her progress. She mentioned she is working on the Sculpture Exhibition video. Artist agreement has been approved and staff will send out to the artists. She also gave a budget update.

Commissioner Mathur gave an update to the Park Map.

Commissioner Diaz gave a presentation on the Utility Box project, and shared her progress. Theme is Solidarity, Resilience, and Hope. There will be 6 boxes for 2021. She researched referral insurance companies. Staff will research 2 alternative utility boxes.

Goal # 3-Commissioner Sulcer provided an update about the Lunar New Year video that went out. She will work on increasing social media presence.

Vice Chair Marinaro mentioned the Woman's History month. He mentioned the coloring book project.

A motion was made by Commissioner von Huene, seconded by Commissioner Mathur to approve the proposal for the 2021 Surviving Covid "Pocket Exhibition".

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

Absent: 1 - Commissioner Bhatia

3. [21-268](#) Consider a recommendation to Council for the City to apply for a National Endowment of the Arts grant to fund the potential Development of a Citywide Arts Master Plan

Recommendation: Staff has no recommendation.

A motion was made by Chair Samara, seconded by Vice Chair Marinaro to consider a recommendation to Council for the City to apply for a National Endowment of the Arts grant to fund the potential Development of a Citywide Arts Master Plan.

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

Absent: 1 - Commissioner Bhatia

4. [21-324](#) Reinstatement of the International Exchange Commission (IEC)

Recommendation: Note and file this report on the reinstatement of the International Exchange Commission.

Staff provided an overview of the Reinstatement of the International Exchange Commission and addressed Commission questions. No action occurred as the discussion was for informational purposes only.

STAFF REPORT

None.

COMMISSIONERS REPORT

Commissioner von Huene will be attending the Economic Development Communications and Marketing Committee meeting on March 3. She reported there will be a South Bay Regional Conversation on March 26, hosted by SJ Arts Advocates, co hosted by Silicon Valley Creates. Registration is on Facebook if anyone is interested, she will share.

ADJOURNMENT

A motion was made by Commissioner Diaz, seconded by Commissioner Marinaro, that the meeting be adjourned at 8:10 P.M.

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

Absent: 1 - Commissioner Bhatia

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Agenda Report

21-482

Agenda Date: 4/5/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Work Plan FY2020/21 Goals and Activities

BACKGROUND

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

For FY2020/21, the Cultural Commission adopted 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 Mariano and Sulcer.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
 - a. Subcommittee: Chair Samara

Monthly Status Report.

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 January 4, 2020 Regular Meeting, the Commission heard a presentation on the San Jose Art Master plan and provided updates to progress made on the work plan. At the February 2021 Regular Meeting, the Commission discussed updates to the goals. At the March 2021 Regular Meeting the Commission heard updates to several of the workplan activities the progress is noted in the attached workplan.

DISCUSSION

Due to COVID19 pandemic health and safety restrictions, Goal 1 activities are currently on hold. At the April 2021 regular meeting the Commission may discuss, update and/or take action related to the work plan goals and activities for the remainder of FY 2020/21.

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 Council 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 <<mailto:clerk@santaclaraca.gov>>.

RECOMMENDATION

Provide status reports on the FY 2020/21 Cultural Commission work plan goals and activities.

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	Boxes have been identified. Diaz mapped available boxes to districts and prepared an artist theme for 2021 project.	Staff will determine two alternative boxes and prepare call for artists application to be released in April/May.
Host Halloween and Holiday Home Decorating Contests and recognition	Halloween - Diaz, Marinaro, Bhatia Holiday –	October 30 Holiday Nov. 30-	Complete. Complete.

	Samara, Diaz	Dec. 21	
Advocate for citywide Art Master Plan	von Huene	By June 2021 Presentation 1/4/21 by SJ Art Advocate. Recommendation to apply for NEA “any town” grant.	Staff will prepare Report to Council – Date TBD.
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.	Google draft map provided at Feb. and an update at the March meeting.
Develop Art Exhibition (Sculpture & Survivors)	von Huene	Virtual sculpture exhibit planning is underway. Artist agreements will route for execution April.	Survivor artist project has been released and will close in early April.

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 and Marinaro	Celebration of Seasons Oct-Jan Feb. BHM	Celebration of Seasons: Complete. In process.
Expand social media presence by sharing online	Sulcer	Regularly	

cultural events			
Develop a coloring book or shared diversity experience document that downloadable and interactive	Marinero	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 marketed and archived	Samara	Ongoing	In process
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	