



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, May 3, 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 21-297 [Cultural Commission Regular Meeting Minutes of April 5, 2021](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of April 5, 2021.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 21-590 [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, June 7, 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

21-297

Agenda Date: 5/3/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of April 5, 2021

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of April 5, 2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting April 5, 2021



City of Santa Clara

Meeting Minutes

Cultural Commission

04/05/2021

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.

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CALL TO ORDER AND ROLL CALL

The meeting was called to order by Chair Samara at 7:09 P.M.

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

Absent 1 - Vice Chair Jonathan Marinaro

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.

A motion was made by Commissioner Diaz, seconded by Commissioner Mathur that this item be approved. The motion passed with the following vote:

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

Absent: 1 - Vice Chair Marinaro

PUBLIC PRESENTATIONS

None.

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.

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

Goal #2-Commissioner von Huene shared that 16 agreements were received for the Virtual Sculpture Exhibition. The photos will be posted on the website and the public will vote on their favorite. The video will follow at a later date. Commissioner von Huene reported as of 4/5, 41 applications were received for the Surviving Covid Project. The kickoff meeting will be after 4/15. Only one artist is from the youth category. The judges were discussed.

Commissioner Diaz shared an updated presentation on the Utility box project. All six (6) boxes have been identified. Call for Artists will be on 4/19 and closes on 5/3. Winners will be announced at the June meeting.

Commissioner Mathur shared the Art map has been updated with all the Utility Box locations.

Goal #3-Commissioner Diaz shared a rough draft of the coloring book for the Commemorative months.

Goal #4-The Commission will be attending the City Council meeting on 4/6. Will mention the NEA Grant, as well as how the commission celebrates diversity through art and events.

A motion was made by Commissioner Diaz, seconded by Commissioner Sulcer, that \$4,500 be allocated to the Utility Art Box project for the first round of six (6) boxes. The motion passed with the following vote:

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

Absent: 1 - Vice Chair Marinaro

A motion was made by Commissioner Diaz, seconded by Commissioner von Huene, that the judging panel for the Utility Box project will consist of Commissioner Diaz, Commissioner Mathur and Commissioner von Huene. The motion passed with the following vote:

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

Absent: 1 - Vice Chair Marinaro

A motion was made by Commissioner von Huene, seconded by Commissioner Sulcer, that \$1,200 be allocated for the Commemorative Months coloring book. The motion passed with the following vote:

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

Absent: 1 - Vice Chair Marinaro

STAFF REPORT

Recreation Manager Castro discussed a fun event that just concluded, "Let's Eggsplore Santa Clara". She mentioned development of a virtual ribbon cutting video for Homeridge Park and Creekside Park, and progress on rehabilitation of the Raymond G. Gamma Dog Park. She mentioned spring classes started the week of April 5 and staff are programming for Summer. She also mentioned budget challenges and food service projects the City is undertaking.

COMMISSIONERS REPORT

Commissioner von Huene mentioned she attended the California for the Arts South Bay Regional Networking meeting on March 25. She shared a slide deck from Arts, Culture and Creativity Month (ACCM) that was declared in 2019 by the California Senate to be every April. She mentioned there is a full day virtual ACCM convening on April 27. She thanked staff for working on the Virtual Sculpture agreements.

Commissioner Diaz formally thanked City staff for their work on the Utility Box project.

[21-562](#)

California Arts, Culture, & Creativity Month April 2021 Post Meeting Material

ADJOURNMENT

A motion was made by Commissioner von Huene, seconded by Commissioner Diaz, that the meeting be adjourned at 8:05 P.M.

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

Absent: 1 - Vice Chair Marinaro

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Agenda Report

21-590

Agenda Date: 5/3/2021

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 FY 2020/21, the Cultural Commission adopted the following goals and assigned commissioner subcommittees:

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 COVID-19 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 and April 2021 regular meetings the Commission heard updates to several of the workplan activities, with progress noted in the attached workplan.

DISCUSSION

Due to the COVID-19 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 COVID19 County Health & Safety 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	Call for Artist 4/19-5/3.	\$750.00 stipend per artist allocated = \$4500.00
Host Halloween and Holiday Home Decorating Contests and recognition	Halloween - Diaz, Marinaro, Bhatia	October 30	Complete.
	Holiday – Samara, Diaz	Holiday Nov. 30- Dec. 21	Complete.

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.	Map completed April.
Develop Art Exhibition (Sculpture & Survivors)	von Huene	Sculpture artist agreements in place – voting in April. \$2000 allocated for artist awards.	Survivor artist project Call for Artist closed April 21. \$2500 allocated for artist awards.

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 cultural events	Sulcer	Regularly	
Develop a coloring book or shared diversity experience document that downloadable	Marinaro	By June 2021.	\$1,200 allocated for artist development of project.

and interactive			
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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, April 6, 2021, next date TBD
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	