



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

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**Monday, June 7, 2021**

**7:00 PM**

**Virtual Meeting**

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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 21-298** [Cultural Commission Regular Meeting Minutes of May 3, 2021](#)

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of May 3, 2021.

#### **PUBLIC PRESENTATIONS**

#### **GENERAL BUSINESS**

**2. 21-773** [Cultural Commission Work Plan FY 2020/21](#)

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

#### **STAFF REPORT**

#### **COMMISSIONERS REPORT**

#### **ADJOURNMENT**

*The next meeting will be August 2, 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."

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# City of Santa Clara

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

## Agenda Report

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21-298

Agenda Date: 6/7/2021

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### **REPORT TO CULTURAL COMMISSION**

#### **SUBJECT**

Cultural Commission Regular Meeting Minutes of May 3, 2021

#### **RECOMMENDATION**

Approve the Cultural Commission Regular Meeting Minutes of May 3, 2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft - Minutes Cultural Commission Meeting May 3, 2021



# City of Santa Clara

## Meeting Minutes

### Cultural Commission

05/03/2021

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 7:04 P.M.**

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

**Absent** 1 - Commissioner Niha Mathur

#### **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.

**A motion was made by Commissioner von Huene, seconded by Commissioner Sulcer that this item be approved. The motion passed with the following vote:**

**Aye:** 4 - Chair Samara, Commissioner von Huene, Commissioner Diaz, and Commissioner Sulcer

**Absent:** 1 - Commissioner Mathur

**Abstained:** 1 - Vice Chair Marinaro

**PUBLIC PRESENTATIONS**

None.

**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.

The Commission discussed the work plan goals and reported on the progress in each area. The work plan will be revised to include specifics of the discussion items.

Goal #2-**Commissioner von Huene** reported that the 1st, 2nd and honorable mention winners have been declared for the Sculpture Exhibition. She mentioned there was a low turnout for the online voting. She also mentioned the next steps; posting of the video and that the winners would be displayed in the Triton Museum. There were 26 entries. She also reported 79 entries were received for the Surviving Covid project. She stated that some artists submitted multiple entries and mentioned the five (5) judges and their perspectives. **Commissioner Sulcer** mentioned it was an emotional process and how she was touched by a particular poem. **Commissioner von Huene** mentioned how many different mediums were received and information about the pocket video. **Commissioner Diaz** reported she was very surprised by the depth of the creativity with the submissions.

**Commissioner Diaz** provided an update on the Utility Box Art project. She reported there were only three (3) submissions but the deadline was tonight. All boxes have been determined.

The Art Map has been completed and is ready to be posted on website pages.

Commissioners discussed the NEA Grant. Commissioners would like to get on the City Council consent calendar by the end of the fiscal year. The deadline is August.

Goal #3-**Commissioner Diaz** reported that the Commemorative Months Coloring Book would be ready to view by Friday, May 7. A contract will be made for the artist. Distribution was discussed.

Goal #4-**Chair Samara and Commissioner von Huene** reported that the City Council presentation went well and that they were pleased with the Commission's accomplishments and videos. Discussion on commissioners attending Americans for the Arts Virtual conference for \$149 each.

**A motion was made by Commissioner von Huene, seconded by Commissioner Sulcer, to change the amount of the Sculpture Art Exhibition artist awards under Goal #2 in the Work Plan from \$2,000 to \$2,500.**

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

**Absent:** 1 - Commissioner Mathur

**A motion was made by Commissioner von Huene, seconded by Commissioner Diaz that Chair Samara, Commissioner von Huene and Commissioner Sulcer attend the Americans for the Arts Virtual Conference and that \$447 be allocated.**

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

**Absent:** 1 - Commissioner Mathur

### **STAFF REPORT**

**Recreation Manager Castro** mentioned that the Department is continuing to prioritize emergency response by offering walk up service for the Senior Nutrition Program at the Senior Center and Food for Families in cooperation with the Salvation Army. She mentioned Summer class registration opened at 12:01 a.m. on May 4. The City recently held the Homeridge Park Playground Rehabilitation Virtual Ribbon Cutting and the City Plaza Park Gazebo Enhancement Project survey is underway. She also mentioned the progress on the Raymond G. Gamma Dog Park project.

### **COMMISSIONERS REPORT**

**Commissioner von Huene** mentioned she has been volunteering with Catalyze SV on community engagement, outreach and facilitation of evaluations of various developments of nearby cities. She stated it was an interesting journey to see if cities are participating in "1% of the Arts" and how they are focusing on Civic Art in their planning.

**Vice Chair Marinaro** mentioned it has been an interesting shift in civic gathering areas and that there is a Hilltop mall in Oakland that will be turning into a mixed use or distribution site. Cities across the state are looking into malls that are now including local gathering spaces that can also be used as civic centers.

**Chair Samara** mentioned he was a judge for the Congressional Art Competition 2021. He mentioned he is very surprised about the high quality of art pieces produced and the high school artists' different perceptions.

**ADJOURNMENT**

**A motion was made by Commissioner Diaz, seconded by  
Commissioner von Huene, that the meeting be adjourned at 8:08 P.M.**

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

**Absent:** 1 - Commissioner Mathur

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## Agenda Report

21-773

Agenda Date: 6/7/2021

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### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Cultural Commission Work Plan FY 2020/21

#### 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

#### Summary of 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 Commission's 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, April and May 2021 regular meetings the Commission heard updates to the Sculpture Exhibit, Surviving COVID Exhibition, Coloring Book, Utility Box program and several workplan activities, with progress noted in the attached workplan.

#### DISCUSSION

Due to the pandemic health and safety restrictions and reduction of City resources, Goal 1 activities are currently on hold. At the June 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) <<mailto:clerk@santaclaraca.gov>>.

**RECOMMENDATION**

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

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

**ATTACHMENT**

1. Cultural Commission Work Plan FY 2020/21



**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:

<b>GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
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>

<b>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</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
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. \$2500 allocated for artist awards.	Survivor artist project Call for Artist closed April 21. \$2500 allocated for artist awards.

<b>GOAL #3: Raise visibility of commemorative months.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
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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<b>GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission. FY 2020/21 Budget: \$7,333</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
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	