



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, October 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 21-1094** [Cultural Commission Regular Meeting Minutes of August 2, 2021](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of August 2, 2021.

- 1.B 21-1275** [Cultural Commission Calendar of Meetings for 2022](#)

Recommendation: Recommend that Council approve Cultural Commission Calendar of meetings for 2022.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

- 2. 21-1267** [Discussion and Updates to Cultural Commission Work Plan Goals and Activities for FY 2021/22](#)

Recommendation: Provide updates to Cultural Commission work plan goals and activities for FY 2021/22.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next meeting will be on Monday, November 1, 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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City of Santa Clara

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

Agenda Report

21-1094

Agenda Date: 10/4/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of August 2, 2021

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of August 2, 2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft - Minutes Cultural Commission Meeting August 2, 2021



City of Santa Clara

Meeting Minutes

Cultural Commission

08/02/2021

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 7:03 P.M.

Present 7 - Chair Louis Samara, Commissioner Debra von Huene, Commissioner Candida Diaz, Vice Chair Jonathan Marinaro, Commissioner Teresa Sulcer, Commissioner Paul McNamara, and Commissioner Jennifer Vega

CONSENT CALENDAR

1.A [21-894](#) Cultural Commission Regular Meeting Minutes of June 7, 2021

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of June 7, 2021.

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

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

Abstained: 2 - Commissioner McNamara, and Commissioner Vega

PUBLIC PRESENTATIONS

Community member, Gloria Cox shared details of the Art Campaign and provided an overview of the National Fitness Campaign.

Community members, shared information about holiday home decorating in the Old Quad and requested City support and collaboration.

[21-1263](#)

Public Presentation Post Meeting Material

GENERAL BUSINESS

2. [21-895](#) Final Report for Cultural Commission Work Plan FY 2020/21

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

Commissioners reported the following update for the Work Plan FY 2020/21:

Sculpture Exhibit is complete. Surviving COVID-19 finalists will be posted on website. \$2,500 is allotted for this program. Utility Box update-6 artists have been selected. One artist started painting. Coloring Book is complete and on website.

3. [21-985](#) Discussion and development of Cultural Commission Work Plan Goals and Activities for FY 2021/22

Recommendation: Develop and recommend Cultural Commission work plan goals and activities for FY 2021/22.

The Commissioners discussed the goals and activities associated with the goals and which commissioners would serve on each committee. Commissioners voted on the goals. Total budget-\$17,000. No commission meeting in September.

Goal # 1-the Commission discussed community building and small outdoor events in Council districts. Possible locations include farmers market, library or Triton Museum.

All items were updated on the Work Plan for 2021/22.

A motion was made by Commissioner von Huene, seconded by Vice Chair Marinaro to approve Goal # 1 as amended to include: consider hosting free outdoor events in different Copouncil districts and summer concerts in 2022.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

A motion was made by Vice Chair Marinaro, seconded by Commissioner von Huene, to approve Goal #2 and the objectives associated with the goal.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

A motion was made by Commissioner von Huene, seconded by Commissioner McNamara, to make the Citywide Art Master Plan a separate new Goal #5.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

A motion was made by Commissioner Diaz, seconded by Vice Chair Marinaro, to approve Goal #2 and all objectives associated with the goal, with the removal of Citywide Art Master Plan from Goal #2 and move to a separate Goal #5.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

A motion was made by Commissioner von Huene, seconded by Commissioner Vega, to approve Goal #3 and all the objectives associated with the goal.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

A motion was made by Commissioner von Huene, seconded by Commissioner Diaz, to approve Goal #4 and all the objectives associated with the goal.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

4. [21-893](#) Cultural Commission Election of Chair and Vice Chair

Recommendation: Elect a Chairperson and Vice Chairperson to serve the Cultural Commission for the FY2021/22 term.

Commissioner Diaz, nominated Commissioner von Huene for the position as Chair for the 2021-22 fiscal year. Commissioner von Huene accepted the nomination.

A motion was made by Commissioner Diaz, seconded by Commissioner Sulcer, to elect Commissioner von Huene as Chair for the 2021-22 fiscal year.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

Commissioner Sulcer, nominated Commissioner Diaz for the position as Vice-Chair for the 2021-2022 fiscal year. Commissioner Diaz accepted the nomination.

A motion was made by Commissioner Sulcer, seconded by Vice-Chair Marinaro, to elect Commissioner Diaz as Vice-Chair for the 2021-22 fiscal year.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

STAFF REPORT

Recreation Manager **Castro** requested the Commissioners to follow Parks & Recreation on social media. **Recreation Manager Castro also** thanked staff member **Tyler Freitas** for his work on the Chalk Art Contest.

COMMISSIONERS REPORT

Commissioner Marinaro reported it was his and his wife's birthdays this month and he is looking to buy a new home.

Commissioner von Huene mentioned that she was able to have her employer pay for her "Leadership Santa Clara" tuition. She thought it was a good opportunity. She thanked Commissioner Samara for his hard work.

Commissioner Diaz thanked **Chair Samara** for his work on the commission.

ADJOURNMENT

A motion was made by Commissioner Diaz, seconded by Chair Samara, that the meeting be adjourned at 9:28 P.M.

Aye: 7 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, Commissioner Sulcer, Commissioner McNamara, and Commissioner Vega

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Agenda Report

21-1275

Agenda Date: 10/4/2021

Cultural Commission Calendar of Meetings for 2022

BACKGROUND

In 2019, the City Council adopted Resolution No. 19-8667 (Attachment 1) regarding the dates and times of commission meetings to establish that the Cultural Commission hold regular meetings on the first Monday of each month at 7:00 p.m. when the meeting date does not fall on a City Holiday.

DISCUSSION

At the October 4, 2021 Cultural Commission meeting, the Commission will review the proposed Cultural Commission meeting schedule for 2022 (Attachment 2), which includes 9 regular meetings to be held at 7:00 p.m. on the first Monday of each month from February through December, with the exception of the Special Meeting in January and no meeting in September.

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 [<mailto:clerk@santaclaraca.gov>](mailto:clerk@santaclaraca.gov).

RECOMMENDATION

Recommend that Council approve Cultural Commission Calendar of meetings for 2022.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks and Recreation

ATTACHMENTS

1. Resolution Cultural Commission No. 19-8667
2. Cultural Commission Meeting Calendar 2022

5. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 19TH DAY OF FEBRUARY, 2019, BY THE FOLLOWING VOTE:

AYES: COUNCILORS: Chahal, Davis, Hardy, O'Neill, and Watanabe and Mayor Gillmor

NOES: COUNCILORS: None

ABSENT: COUNCILORS: Mahan

ABSTAINED: COUNCILORS: None

ATTEST: *Nora Pimentel*
For NORA PIMENTEL, MMC
ASSISTANT CITY CLERK
CITY OF SANTA CLARA

Attachments incorporated by reference:

1. City Council Resolution 5195
2. 2019 Cultural Commission Meeting Schedule

RESOLUTION NO. 5195

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CLARA INDICATING TIMES AND DAYS FOR EACH BOARD OR COMMISSION OF THE CITY TO HOLD REGULAR MEETINGS ALL AS AUTHORIZED IN SECTION 2-91.1 OF "THE CODE OF THE CITY OF SANTA CLARA, CALIFORNIA"

SECTION 1: Each board or commission shall hold regular meetings at the times and on the days indicated below except when such day falls on a City holiday.

Board of Library Trustees	First Monday of each month at 7:30 p.m.
Civil Service Commission	Second Monday of each month at 7:30 p.m.
Cultural Advisory Commission	First Monday of each month at 7:30 p.m.
Historical and Landmarks	First Thursday of each month at 7:00 p.m.
Parks and Recreation Commission	Third Tuesday of each month at 7:30 p.m.
Planning Commission	Second and Fourth Wednesday of each month at 7:00 p.m.
Senior Citizens Advisory Commission	Fourth Monday of each month at 10:00 a.m.

SECTION 2: The meeting times and days are set by resolution pursuant to Section 2-91.1 of "The Charter of the City of Santa Clara, California", and are subject to amendment from time to time by resolution of the City Council.

SECTION 3: This resolution shall take effect upon its

adoption.

* * * *

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 12th day of May, 1987, by the following votes:

AYES: COUNCILORS: Ash, Deto, Lasher, Mahan, Nadler, Tobkin
and Mayor Souza

NOES: COUNCILORS: None

ABSENT: COUNCILORS: None

ABSTAINED: COUNCILORS: None

ATTEST: J. E. BOCCIGNONE
City Clerk
City of Santa Clara



All Cultural Commission meetings take place at:
Santa Clara Senior Center,
1303 Fremont Street,
Santa Clara, CA 95050

- January 7, 2019 at 7:00 p.m.
- February 4, 2019 at 7:00 p.m.
- March 4, 2019 at 7:00 p.m.
- April 1, 2019 at 7:00 p.m.
- May 6, 2019 at 7:00 p.m.
- June 3, 2019 at 7:00 p.m.
- July 1, 2019 at 7:00 p.m.
- August 5, 2019 at 7:00 p.m.
- October 7, 2019 at 7:00 p.m.
- November 4, 2019 at 7:00 p.m.
- December 2, 2019 at 7:00 p.m.



**City of
Santa Clara**
The Center of What's Possible

Cultural Commission
Santa Clara Senior Center
1303 Fremont Street
Santa Clara, CA 95050

Regular meetings are typically held on the first Monday of the month, beginning at 7:00 p.m., at the Santa Clara Senior Center. However, per County of Santa Clara Public Health Order, meetings will be held remotely until further notice.

January 10, 2022
Special Meeting

February 7, 2022

March 7, 2022

April 4, 2022

May 2, 2022

June 6, 2022

August 1, 2022

October 3, 2022

November 7, 2022

December 5, 2022



Agenda Report

21-1267

Agenda Date: 10/4/2021

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Updates to Cultural Commission Work Plan Goals and Activities for FY 2021/22

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 2021/22, the Cultural Commission adopted the goals listed below 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.
3. Raise visibility of commemorative month celebrations.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
5. Prepare for Citywide Arts Master Plan Process

At the August 2021 Regular Meeting, the Commission discussed and updated work plan goals and activities for the FY 2021/22.

DISCUSSION

The Commission may provide updates and take action on the activities noted in the attached work plan (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.

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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 updates to Cultural Commission work plan goals and activities for FY 2021/22.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan FY2021/22 & FY2022/23



**City of
Santa Clara**

Cultural Commission

Mission, Priorities and Work Plan

FY 2021/22

FY 2022/23

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 the Cultural Commission Work Plans for Fiscal Year (FY) 2021/22 within the Council approved budget allocation of \$3,921 and the FY2022/23 allocation of \$48,138. These goals incorporate the combined themes 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.

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 & Budget Allocation
Consider hosting free outdoor event in different districts.	Samara/	Spring 2022	
Plan for summer concerts in 2022.	Samara/	Planning begins October, 2021	

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 & Budget Allocation
Advise and recommend public art to City Council	Samara/von Huene	Ongoing	Presentation for outdoor fitness cluster with mural.
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Call for Artist 4/19-5/3/21 Agreements completed.	\$750.00 stipend per artist allocated = \$4500.00 Paid in 20/21 Work to carry into 21-22.
Host Halloween and Holiday	Halloween – Diaz/Marinaro	Make interactive map	Six Districts plus best of the best. \$250.00

Holiday Home Decorating Contests and recognition	Holiday – Diaz/Marinaro		Encourage participation from historic home decorating contest and represent D5. = \$250
Update and maintain City interactive web-based public art map	Diaz/Garcia Vega	Ongoing	
Develop Sculpture Exhibition 2023	von Huene	Awards mailed Sept. 2021	*Complete recognition and promotion for 2020 Sculpture Exhibit in 21/22
Complete Surviving COVID exhibition		Finalize awards, recognition, and publicity	\$2500 allocated from budget in 2021/22.

GOAL #3: Raise visibility of commemorative months. (Garcia & McNamara)			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Partner with community groups to host and promote commemorative month's honoree	Sub-Committee to develop objectives		
Expand social media presence by sharing online cultural events			
Promote and create activities to promote coloring book or shared diversity experience.			Coloring Book posted on Commission page

GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Develop a Marketing and Communication strategy to promote Cultural Commission events and activities with specific measurables	Jennifer/Paul		
Ensure Cultural Commission events and reports are marketed and archived			Update website
Present regularly to City Council	Chair or Vice Chair	As needed	
Review calendar and find efficient ways to deliver Commission priorities and collaborate.			

GOAL #5: Prepare for Citywide Arts Master Plan Process			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Develop partnership and stakeholders Interested in citywide Arts Master Plan	vonHuene/		
Develop funding strategy for funding a citywide Arts Master Plan			