



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

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**Monday, December 6, 2021**

**7:00 PM**

**Virtual Meeting**

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Pursuant to California Government Code section 54953(e) and City of Santa Clara Resolution 21-9013, the Cultural Commission will be held by teleconference only. No physical location will be available for this meeting; however, the City of Santa Clara continues to have 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

#### **CALL TO ORDER AND ROLL CALL**

#### **CONSENT CALENDAR**

1. 21-1499 [Cultural Commission Regular Meeting Minutes of November 1, 2021](#)

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

#### **PUBLIC PRESENTATIONS**

#### **GENERAL BUSINESS**

2. 21-1634 [Discussion and Updates to Cultural Commission Work Plan Goals and Activities for FY 2021/22 and FY 2022/23](#)

***Recommendation:*** Provide updates to Cultural Commission work plan goals and activities for FY 2021/22 and FY 2022/23

#### **STAFF REPORT**

#### **COMMISSIONERS REPORT**

#### **ADJOURNMENT**

*The next scheduled meeting is on January 10, 2022.*

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

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21-1499

Agenda Date: 12/6/2021

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### **REPORT TO CULTURAL COMMISSION**

#### **SUBJECT**

Cultural Commission Regular Meeting Minutes of November 1, 2021

#### **RECOMMENDATION**

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

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft Minutes - Cultural Commission Meeting November 1, 2021
2. Post Meeting Material-November 1, 2021



# City of Santa Clara

## Meeting Minutes

### Cultural Commission

11/01/2021

7:00 PM

Virtual Meeting

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#### **CALL TO ORDER AND ROLL CALL**

**The meeting was called to order by chair von Huene at 7:06 p.m.**

**Present** 4 - Commissioner Siddarth Sundaram, Chair Debra von Huene, Vice Chair Candida Diaz, and Commissioner Jennifer Vega

**Absent** 3 - Commissioner Louis Samara, Commissioner Jonathan Marinaro, and Commissioner Paul McNamara

**Commissioner Samara joined the meeting at 7:09 p.m.**

#### **CONSENT CALENDAR**

**1.A** [21-1266](#) Cultural Commission Regular Meeting Minutes of October 4, 2021

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of October 4, 2021.

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

**Aye:** 5 - Commissioner Sundaram, Commissioner Samara, Chair von Huene, Vice Chair Diaz, and Commissioner Vega

**Absent:** 2 - Commissioner Marinaro, and Commissioner McNamara



**PUBLIC PRESENTATIONS**

None.

**GENERAL BUSINESS**

2. [21-1279](#) Discussion of Commission Budget Allocations

**Recommendation:** Continue Commission activities within the currently approved budget levels.

**Recreation Manager, Castro** stated that the Cultural Commission has a budget of \$3,941 for fiscal year 2021/2022. She discussed the gifts and donations policy and fundraising. She explained that solicitation of sponsorships would have to be a future work plan goal.

3. [21-1500](#) 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.

Commissioners reported the following updates to the work Plan.

Goal #1-Host and enhance multicultural events to encourage and acquaint Santa Clara residents with Cultural diversity.

**Recreation Manager Castro** shared the Year at a Glance 2022/23, which highlights the events by month. Commissioner Samara discussed events Commission had in the past. There was a discussion regarding sponsorships and a possible silent disco event.

The budget is \$48,000 for FY 2022/23.

Sound producer is in contract for \$32,000 for five (5) concerts and Street Dance.

Commissioner Sundaram will be on the committee for Goal #1.

Commissioners decided that Sponsorship will be added as a Work Plan item for 2022/2023. Street Dance will be held on Aug. 5, 2022.

**Commissioner McNamera joined the meeting at 7:37 p.m.**

Goal #2-Develop and encourage interactive art opportunities to provide temporary, performing, cultural and public art in the City.

**Recreation Manager Castro** notified contacts that the Commission will not move forward with the Outdoor Fitness Mural.

Utility Box Art Project was reviewed. Four (4) boxes have been completed. Two (2) additional boxes need to be completed.

Halloween Home Decorating Contest-**Commissioner Diaz** shared her experiences with the Halloween Home Decorating Contest. The City Art map has been updated with the locations of the winning homes. Winners were excited to receive their signs.

Holiday Home Decorating Contest will follow in late November.

The Breaking Free Sculpture Exhibition is currently closed. The three (3) winners are on Exhibit at the Triton for another couple weeks.

Surviving Covid Exhibition- Semifinalists will be notified and art will be displayed for voting and finalists will be selected.

Goal # 3-Raise visibility of Commemorative Months

The Commission wants to blast one page per month for the coloring book. Pre-announcement will occur in December and will start in January. Commissioner Garcia will join the committee. Commission would like the coloring book to be highlighted in City newsletters if possible.

Goal #4-Enhance communication and media strategy to increase community awareness of the Cultural Commission-Commissioners Garcia and McNamara will connect and give an update at the Dec. meeting.

Goal #5-Prepare for Citywide Arts Master Plan Process-Commissioners are developing goals and objectives and meeting with Santa Clara University. Currently in draft phase. Commissioners will report back in December with additional information.

**STAFF REPORT**

**Recreation Manager Castro** reported that staff has been working on the Halloween Home Decorating Contest and the November Department Newsletter. She mentioned the Facility Naming Ceremony in honor of Jerry Marsalli on Nov. 6, at 1 p.m. at Reed & Grant Sports Park. She mentioned the Annual Tree Lighting Event will take place at Central Park on Dec 3, from 5-8 p.m. She mentioned the Parks & Recreation Department is currently seeking part time staff and currently planning for Winter 2022.

**COMMISSIONERS REPORT**

**Vice Chair Diaz** thanked Recreation staff for their help on the Utility Box Art project and Halloween Home Decorating Contest. She mentioned that the winners of the contest were so happy when she delivered their winning signs.

**ADJOURNMENT**

**A motion was made by Vice Chair Diaz, seconded by Commissioner Samara, that the meeting be adjourned at 8:24 p.m.**

**Aye:** 6 - Commissioner Sundaram, Commissioner Samara, Chair von Huene, Vice Chair Diaz, Commissioner McNamara, and Commissioner Vega

**Absent:** 1 - Commissioner Marinaro

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Nov. 1, 2021

# District #1 - 1007 Brackett

#21-1500



**CULTURAL COMMISSION**



POST MEETING MATERIAL



# District #2 – 2141 Cabrillo



**CULTURAL COMMISSION**





# District #3 – 2164 Nobili



**CULTURAL COMMISSION**





# District #4 – 662 Woodhams



**CULTURAL COMMISSION**





# District #5 – 1555 Benton



**CULTURAL COMMISSION**





# District #6 – 2866 Mesquite



**CULTURAL COMMISSION**





# Best of the Best – 3113 Atherton

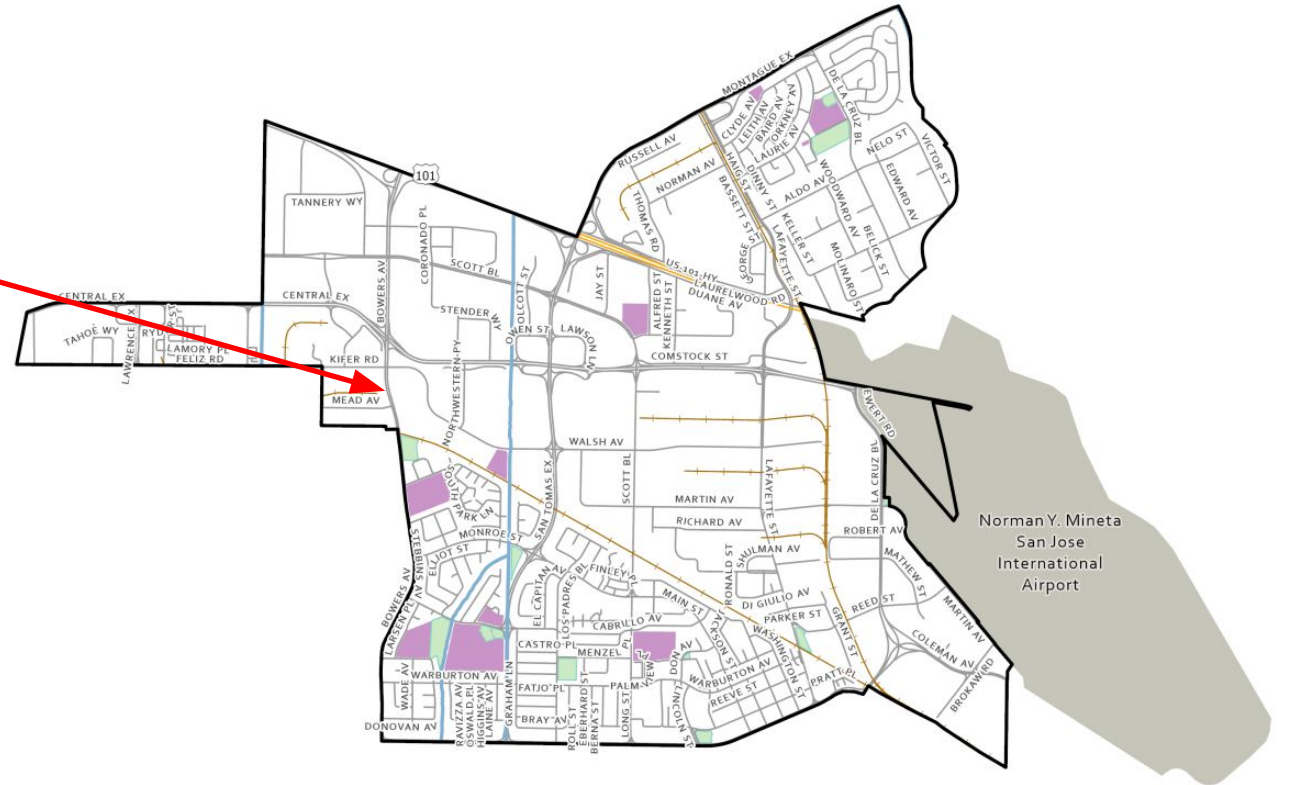


**CULTURAL COMMISSION**



# Location

- District 2:
  - Bowers/Mead
    - In front of Keypoint CU



**CULTURAL COMMISSION**





# Location

- District 2:
  - Bowers/Mead



**CULTURAL COMMISSION**



**City of Santa Clara Cultural Commission**  
**Proposed Year at a Glance**  
**Post Meeting Material – November 1, 2021**

Summer Concert Series – 5 events held at North Side and Central Park  
 Franklin Mall Street Dance  
 Friday Night Live – 5 events (various venues)

<b>2022</b>	<b>Month</b>	<b>Date &amp; Event</b>	<b>Commemorative</b>
	July	7/22 Concert Live Oak Park 7/29 Concert Central Park	American Independence, Santa Clara History
	August	8/5 Street Dance 8/12 Concert Central Park 8/19 ?	Muslin Awareness & Appreciation
	September	Art & Wine Festival	Constitution Day & Citizenship Day National Hispanic Heritage Month
	October	Home Decorating	National Arts & Humanity Month
	November	11/11 FNL – Mariachi @ CRC?	American Indian Heritage Month Sikh Awareness Month
	December	Home Decorating	Human Rights Day
<b>2023</b>	January		
	February	2/10 FNL @ Triton?	Black History Month
	March	3/10 FNL @ Triton ?	Women’s History Month
	April	4/07 FNL – Bossa Nova @ ?	
	May	5/12 FNL @ ? Senior Center outdoor patio?	South Asian, Asian Pacific Heritage Month
	June	6/23 Concert Central Park	LGBT Pride Month



## Agenda Report

21-1634

Agenda Date: 12/6/2021

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### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Discussion and Updates to Cultural Commission Work Plan Goals and Activities for FY 2021/22 and FY 2022/23

#### 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 monthly Regular Meetings, the Commission has discussed and updated work plan goals and activities for the FY 2021/22, and begun planning events for FY 2022/23.

#### DISCUSSION

The Commission may discuss, 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.

#### PUBLIC CONTACT

Public contact was made by posting the Cultural Commission 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 updates to Cultural Commission work plan goals and activities for FY 2021/22 and FY 2022/23

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 their 2021/22 (\$3,921) and 2022/23 (\$48,138) 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 &amp; Budget Allocation</b>
Consider hosting free outdoor event in different districts.	Samara/Sundaram	Spring 2022	
Plan for summer concerts in FY 2022/2023	Samara/Sundaram	7/22/22 – Live Oak 7/29/22- Central 8/5/22- Street Dance 8/12/22- Central Oct. – TBD	Concerts can begin after July 1, 2022 - \$26,500
Develop a sponsorship program for Cultural Commission special events in FY 2022/2023	Samara/Diaz	FY 2022/2023 for events in 2023	
<b>GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Advise and recommend public art to City Council	Samara/von Huene	Ongoing	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Call for Artist 4/19-5/3/21 Agreements completed.  4 out of 6 boxes 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. \$390.00
Holiday Home Decorating Contests and recognition	Holiday – Diaz/Marinaro	12/6/21-12/23-21	Encourage participation from historic home decorating contest and represent D5. = \$390
Update and maintain City interactive web-based public art map	Diaz/Garcia Vega	Ongoing	Completed Utility Boxes will be added to the map
Develop Breaking Free Sculpture Exhibition 2020	von Huene	Awards mailed Sept. 2021 “Breaking Free” winners on exhibition at Triton for 45 days	Completed recognition and promotion for 2020 Sculpture Exhibit Triton October-November 2021
Complete Surviving COVID exhibition	von Huene	Finalize awards, recognition, and publicity	\$2500 allocated from budget in 2021/2022.
<b>GOAL #3: Raise visibility of commemorative months. (Garcia &amp; McNamara)</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Partner with community groups to host and promote commemorative month’s honoree	Marinaro/Gracia		
Expand social media presence by sharing online cultural events	Marinaro/Garcia		
Promote and create activities to promote coloring book or shared diversity experience.	Marinaro/Garcia	Highlight a month at a time	Coloring Book posted on Commission page

<b>GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Develop a Marketing and Communication strategy to promote Cultural Commission events and activities with specific measurables	Garcia/McNamara		
Ensure Cultural Commission events and reports are marketed and archived	Chair or Vice Chair	Ongoing	Update Google Drive with Activities and Photos from Events
Present regularly to City Council	Chair or Vice Chair	As needed	
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	Chair or Vice Chair		
<b>GOAL #5: Prepare for Citywide Arts Master Plan Process (von Huene/McNamara)</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Develop partnership and stakeholders Interested in citywide Arts Master Plan	Von Huene/McNamara	August 2022	
Develop funding strategy for funding a citywide Arts Master Plan	Von Huene/McNamara	August 2022	Meetings with SCU, to discuss the work and interest for a joint application for National Endowment for the Arts