



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

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**Monday, May 2, 2022**

**7:00 PM**

**Virtual Meeting**

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Pursuant to California Government Code Section 54953(e) and City of Santa Clara Resolution 22-9067, the Cultural Commission meeting 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.A 22-553** [Cultural Commission Regular Meeting Minutes of April 4, 2022](#)

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of April 4, 2022

#### **PUBLIC PRESENTATIONS**

*[This item is reserved for persons to address the body on any matter not on the agenda that is within the subject matter jurisdiction of the body. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The governing body, or staff, may briefly respond to statements made or questions posed, and appropriate body may request staff to report back at a subsequent meeting.]*

#### **GENERAL BUSINESS**

**2. 22-541** [Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2022/23](#)

**Recommendation:** Develop and recommend Cultural Commission work plan goals and activities for FY 2022/23.

**3. 22-542** [Discussion of 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 June 6, 2022.*

**MEETING DISCLOSURES**

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

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22-553

Agenda Date: 5/2/2022

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### **REPORT TO CULTURAL COMMISSION**

#### **SUBJECT**

Cultural Commission Regular Meeting Minutes of April 4, 2022

#### **RECOMMENDATION**

Approve the Cultural Commission Regular Meeting Minutes of April 4, 2022

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft Minutes - Cultural Commission Meeting April 4, 2022
2. POST MEETING MATERIAL April 4, 2022



# City of Santa Clara

## Meeting Minutes

### Cultural Commission

04/04/2022

7:00 PM

Virtual Meeting

Pursuant to California Government Code Section 54953(e) and City of Santa Clara Resolution 22-9058, the Cultural Commission meeting 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:

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Webinar ID: 982 7228 3531

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

**The meeting was called to order by Chair von Huene at 7:01 p.m.**

Chair von Huene stated that April is California's Arts, Culture and Creativity month established by State Senate in 2019. In 2021 there was an additional resolution passed declaring artists as second responders. The California Arts Council is encouraging everyone to have local government proclaim April as Arts, Culture and Creativity month.

**Present** 6 - Commissioner Siddarth Sundaram, Commissioner Louis Samara, Chair Debra von Huene, Vice Chair Candida Diaz, Commissioner Jonathan Marinero, and Commissioner Paul McNamara

**Absent** 1 - Commissioner Jennifer Vega

#### **CONSENT CALENDAR**

1.A [22-422](#) Cultural Commission Regular Meeting Minutes of March 7, 2022

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of March 7, 2022

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

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

**Absent:** 1 - Commissioner Vega

**PUBLIC PRESENTATIONS**

None.

**GENERAL BUSINESS**

2. [22-423](#) Discussion of 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.

Commissioners reported the following updates to the Work Plan Goals and Activities. The Work Plan is updated to reflect the progress made on each goal.

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

Bands have been determined and will be in the Summer Activity Guide, on Work Plan and on website. Sponsorship packages have been developed and shared with the Commission. Commissioners are encouraged to attend the summer concert series. Talking points will be provided for presentations at the start of the events. Street dance permits will be obtained.

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

Surviving Covid Exhibition voting is underway. Eighty hundred eleven (811) votes have been made thus far. Once voting is completed, winners will be notified and announced, video made and checks processed. Call for Artist for the Utility Box Art Project will begin in May. Public Art Map is current.

**Goal #3-Raise visibility of commemorative months.**

April was made Jazz awareness month. Digital media is being developed. Commissioners are working on outreach.

**Goal #4-Enhance communication and media strategy to increase awareness of the Cultural Commission. Commissioner McNamara**

will make a preliminary sketch for May. Goal is in process. Commission would like to present their projects to City Council at the end of May/June.

**Goal #5-Prepare for Citywide Arts Master Plan Process.**

This goal is on hold until the August 2023 deadline.

3. [22-434](#) Consider Approval of Use of Available Cultural Commission Budget to Purchase Digital On-Demand Content From the 2022 Americans for the Arts Convention

**Recommendation:** Staff has no recommendation

Chair von Huene and Commissioner McNamara will virtually attend the conference and receive digital on-demand content from the 2022 Americans for the Arts Convention.

**A motion was made by Commissioner Samara, seconded by Vice-Chair Diaz that the Commission allocate approximately \$300 for two commissioners to attend the Conference virtually.**

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

**Absent:** 1 - Commissioner Vega

### **STAFF REPORT**

**Recreation Manager Castro** announced the Commission will begin work on next fiscal years Work Plan Goals and Objectives at the May meeting and a new Chair will be elected at the August meeting. She informed the commission about vacancies on various City commissions and the public is encouraged to apply if they are interested in serving. There will be a Summer Camp Fair + Sunset Cinema event on April 22, at 5:30 p.m. at the Reed & Grant Sports Park with a movie, Encanto! following at 8:30 p.m. The Parks & Recreation Department is gearing up for summer programs and events, including the 4th of July All City Picnic starting at noon, featuring live entertainment, games, food and more. The 40th Anniversary Art & Wine Festival is recruiting for artists and sponsors.



**COMMISSIONERS REPORT**

**Commissioner Marinaro** took several business trips and attended a powerful, fantastic Auschwitz Exhibition in Kansas City. **Commissioner Marinaro** said it was amazing and haunting at the same time. It was sad but very present for the times and reinforces that we must remember tragedies so we don't repeat them. Opera San Jose is presenting West Side Story and he will be attending opening night.

**Chair von Huene** mentioned that the semi-finalists in the Surviving Covid Exhibition voting is closing on Wed. and encouraged the commissioners to view the artwork online to reflect on the last two (2) years. She attended a free Gen Arts Event held at the SJ Woman's Club. She explained how Federal and Government money comes from the National Endowment for the Arts, to the Regional Western Arts Association, to California Arts Council, then to Create SV (Santa Clara County distributor of federal and state funds). She stated most of the money goes to San Jose, but it was a great opportunity to network so when they are looking for organizations to support they may consider Santa Clara. There was an African drumming troupe that drummed, sang and gave dance lessons. There was food and drink included. She joined the Santa Clara Chorale. She is preparing for a concert in May.

**ADJOURNMENT**

**A motion was made by Commissioner McNamara, seconded by Commissioner Marinaro that the meeting be adjourned at 7:51 p.m.**

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

**Absent:** 1 - Commissioner Vega

**MEETING DISCLOSURES**

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April 4, 2022

#22-423

# Concerts in the Park

## Sponsorship



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

# About the City of Santa Clara

## Parks & Recreation Department

Located in Santa Clara County at the southern tip of San Francisco Bay, about 45 miles south of San Francisco, Santa Clara is a strategic regional hub, convenient to freeways, airports, railroads, expressways, light rail and other public transportation. With 19.3 square miles of tree-lined neighborhoods, thriving commercial and industrial centers, and 300 days of sunshine each year, it is an ideal location for individuals, families, businesses and special events.

The Parks & Recreation Department's mission is to support a vibrant, active quality of life for all ages, abilities and interests of the Santa Clara community through excellent parks, recreational facilities, community services, programs and events.

In 2022, the Parks & Recreation Department will host over 10 citywide special events, attracting approximately 70,000 community members and families.

## About the Concerts in the Park

**July 22 at Live Oak Park • Hitmen**

**July 29 at Central Park • Arena**

**Aug. 12 at Central Park • The Megatonnes**

**Oct. 7 at Central Park • Latin Heat**

**All concerts are 6:30-8 p.m.**

The wildly-popular concert series is hosted by the City of Santa Clara Cultural Commission. This year's series will kick off at Live Oak Park and the three following shows will be at Central Park. Attendance at each concert ranges from 1,000-2,000 community members and event is geared towards adults. The series is a great place to promote your business and share with the community what you are doing in Santa Clara. With your sponsorship, your business takes an active role in the music and the community.

# Sponsor Packages

## Headliner Sponsor

**Cost: \$6,000 • Available: 1**

- Recognition as the “Concerts in the Park, sponsored by “<YOUR COMPANY NAME>” in marketing and communications: social media, email campaigns and newsletters
- Company logo on the event banner
- Company logo on concert onsite banner
- Recognition during concert
- Presence on stage during concert introduction
- Two advertisements placed on A-Frames at entrances to the concerts
- One 10x20 booth space in a high traffic area: two tables and four chairs
- Company logo on concert marketing materials, marketing emails and event webpage
- Four thank you mentions on City social media accounts
- Reserved seating area for every concert, complete with snacks (if desired)
- Reserved parking spaces

## Series Sponsor

**Cost: \$2,500 • Available: 2**

- Company logo on concert onsite banner
- Company logo and link to website on concert webpage
- Recognition during concert
- One 10x10 booth space: one table and two chairs
- Company logo concert webpage
- Company recognition in email campaigns
- Two thank you mentions on City social media accounts
- Reserved parking spaces

## Non-profit Series Sponsor

**Cost: \$1,500 • Available: 2**

- Company logo on concert onsite banner
- Company logo and link to website on concert webpage
- Recognition during concert
- One 10x10 booth space: one table and two chairs
- Company logo concert webpage
- Company recognition in email campaigns
- Two thank you mentions on City social media accounts
- Reserved parking spaces

# Application

<b>Company Name</b>		<b>Main Contact</b>	
<b>Phone Number</b>		<b>Email</b>	
<b>Address</b>			

Indicate which sponsorship you would like to purchase

	\$6,000	Headliner Sponsor
	\$2,500	Series Sponsor
	\$1,500	Non-profit Series Sponsor

Total Sponsorship Package Fee \_\_\_\_\_

Describe what will be promoted/distributed at your booth

Additional Requests - Note these requests cannot be guaranteed

Once application is received and confirmed, you will receive an invoice for the sponsorship package. Payment made be made in the form of check or credit card (online).

Complete all pages of this application and return to Parks & Recreation Sponsorship, 1303 Fremont St., Santa Clara, CA 95050 or email to [TFreitas@SantaClaraCA.gov](mailto:TFreitas@SantaClaraCA.gov).

Last day to submit an application is Friday, June 24.

For more information on how to sponsor other citywide special events, contact Tyler Freitas at [TFreitas@SantaClaraCA.gov](mailto:TFreitas@SantaClaraCA.gov) or 408-615-3188.

# Sponsorship FAQs & Conditions

**Participation:** Sponsorships and booth placement is on a first come, first served basis. A Sponsor's request to participate in the Concerts in the Park series is considered tentative until payment is received. Concerts are held outdoors, therefore booth locations are not guaranteed to be on level surfaces. Be prepared to accommodate uneven, sloped ground on grass, dirt, asphalt or concrete surfaces. If your booth requires power, request in advance (see add-ons). Sponsors are not permitted to bring their own generators into the event.

**Exclusivity:** It is probable that companies offering similar products or services will participate in the event. Booths may be located near or next to one another. Exclusivity is not offered and should not be expected.

**Non-Profit Organization Exhibitors:** To qualify for the non-profit package, your organization must be a registered 501c3 organization and based within the City of Santa Clara that specifically serves City of Santa Clara residents. Written proof of these qualifications must be submitted with the application.

**Payment/Refund:** Once your application is received, and confirmed, you will receive an invoice for payment. Your payment will be due within 30 days of the date of your invoice. Payment may be made in the form of check or credit card (online payment). Checks are payable to "City of Santa Clara." In the event that you need to cancel your sponsorship, please submit your request to Tyler Freitas, TFreitas@SantaClaraCA.gov. If request is made two weeks before the event, a 50% refund will be provided. Any cancellation made less than two weeks in advance will forfeit all monies.

**Set-Up & Take-Down:** Booths can be setup an hour and a half before concert. Materials must be hand carried to your booth. Handcarts are not available. Booths must be staffed and operational from 6-8:30 p.m.

**Subleasing or Transferring Your Booth:** Only the company listed on the application may participate in the sponsorship opportunities. Franchises must apply to participate separately. It is not permissible to display, promote, or distribute products or literature for any company, organization, or individual other than the one listed on the application. It is not permissible for a sponsor to sell, trade, transfer, share, or give the opportunity to participate in the Concert in the Park series to any other company.

**Sampling & Promotional Opportunities:** Promotional opportunities must be made within the 10x10 booth structure. It is not permissible to promote or distribute material in any other area of the concert. Tables, chairs and displays must be set up inside your booth - banners, signs, decorations must be affixed to your booth and confined to your 10x10space. Small food sample requests might be considered on a case by case basis. Additional permitting and fees are required for small food samples. Note in your booth description if you would like to distribute food samples.

Balloons are not permitted. By City ordinance, pets are not allowed at citywide special events. Service animals are allowed.

I have fully read the sponsorship descriptions and understand the conditions of participation.

\_\_\_\_ Initial \_\_\_\_ Date

# Release of Liability and Assumption of Risk Agreement

In consideration of the acceptance by the City of the application for entry into activities listed on the application form above this agreement, I hereby waive, release and discharge any and all claims for damages for death, personal injury, or property damage which I may have, or which may hereafter accrue to me as a result of my participation in said activities. This release Agreement is intended to discharge in advance the City of Santa Clara, its City Council, officers, agents, and employees, the Santa Clara Unified School District, its School Board, officers, agents and employees from and against any and all liability arising out of or connected with my participation in said activities and entry to and use of any facilities or equipment, even though that liability may arise out of NEGLIGENCE or CARELESSNESS, on the part of the persons or entities mentioned above.

I HAVE READ THE DESCRIPTION OF THE ACTIVITY FOR WHICH I HAVE APPLIED, AND I AM AWARE THAT THESE ACTIVITIES MAY SUBJECT ME TO PHYSICAL RISKS AND DANGERS. NEVERTHELESS, I VOLUNTARILY AGREE TO ASSUME ANY AND ALL RISKS OF INJURY OR DEATH, AND TO RELEASE, DISCHARGE, AND HOLD HARMLESS ALL OF THE ENTITIES OR PERSONS MENTIONED ABOVE WHO, THROUGH NEGLIGENCE OR CARELESSNESS, MIGHT OTHERWISE BE LIABLE TO ME, OR MY HEIRS, PERSONAL REPRESENTATIVES, RELATIVES, SPOUSE OR ASSIGNS.

It is understood and agreed that this waiver, release, and assumption of risk is to be binding on my HEIRS, PERSONAL REPRESENTATIVES, RELATIVES, SPOUSE and ASSIGNS and is intended to be as broad and inclusive as is permitted by the laws of the State of California and that if any portion of this Agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_



# City of Santa Clara

The Center of What's Possible

## POST MEETING MATERIAL





## Agenda Report

22-541

Agenda Date: 5/2/2022

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### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Discussion and Development of Cultural Commission Work Plan Goals and Activities for 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 FY2021/22, the Cultural Commission adopted the goals listed below and assigned commissioner subcommittees. The Commission may choose to use these goals to guide their activities or may develop new goals and activities for FY2022/23.

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.

#### DISCUSSION

At the May 2022 Regular Meeting, the Commission may discuss, update and/or take action related to the proposed work plan goals and activities for FY 2022/23. This discussion may include alternative goals and activities, making suggestions for budget allocations to support program goals, and request and make commissioner work assignments to the sub-committees working on each of the goals and support activities.

#### 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**

Develop and recommend Cultural Commission work plan goals and activities for FY 2022/23.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation



## Agenda Report

22-542

Agenda Date: 5/2/2022

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### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Discussion of 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 meetings the Commission discusses work plan goals and activities for FY 2021/22 and is 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.

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**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		
Plan for summer concerts in FY 2022/2023	Samara/ Sundaram	7/22/22 – Live Oak - Hitmen 7/29/22- Central - Arena 8/5/22- Street Dance – Pop Fiction 8/12/22- Central – Megatones 10/7/22 – Central – Latin Heat 6/23/23 – Central	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	Completed for 21/22	\$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
Holiday Home Decorating Contests and recognition	Holiday – Diaz/Marinaro	12/6/21-12/21/21	Six Districts plus Best of the Best. \$390
Update and maintain City interactive web-based public art map	Diaz/Garcia Vega	Ongoing	Up to date
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. Voting concluded.
<b>GOAL #3: Raise visibility of commemorative months. (Marinaro/Garcia)</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/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



**GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission. (Marinaro/McNamara)**

<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 Commemorative Months, events and activities via social media and other communication channels with specific measurables	Marinaro  Garcia (social media)  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	Ongoing	

**GOAL #5: Prepare for Citywide Arts Master Plan Process (von Huene/McNamara)**

<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	Currently on hold
Develop funding strategy for funding a citywide Arts Master Plan	von Huene/ McNamara	August 2022	Meetings with potential partners to discuss the work and interest in an application for National Endowment for the Arts are currently on hold.

