



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, August 1, 2022

7:00 PM

Virtual Meeting

Pursuant to California Government Code Section 54953(e) and City of Santa Clara Resolution 22-9124, 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 22-879 [Cultural Commission Regular Meeting Minutes of June 6, 2022](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of June 6, 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. 22-880 [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.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, October 3, 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."

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City of Santa Clara

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

Agenda Report

22-879

Agenda Date: 8/1/2022

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of June 6, 2022

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of June 6, 2022

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting June 6, 2022
2. POST MEETING MATERIAL June 6, 2022



City of Santa Clara

Meeting Minutes

Cultural Commission

06/06/2022

7:00 PM

Virtual Meeting

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Via Zoom:

<https://santaclaraca.zoom.us/j/98272283531>

Webinar ID: 982 7228 3531

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CALL TO ORDER AND ROLL CALL

Chair von Huene called the meeting to order at 7:04 p.m. in honor of Pride Month.

Chair von Huene noted that June is Pride Month and that the City of Santa Clara hosted a flag raising event with a variety of speakers at City Hall on Friday, June 3, 2022.

Present 5 - Commissioner Siddarth Sundaram, Commissioner Louis Samara, Chair Debra von Huene, Vice Chair Candida Diaz, and Commissioner Paul McNamara

Absent 2 - Commissioner Jonathan Marinaro, and Commissioner Jennifer Vega

CONSENT CALENDAR

1.A 22-862

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of June 6, 2022

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 McNamara

Absent: 2 - Commissioner Marinaro, and Commissioner Vega

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [22-705](#) Discussion of Cultural Commission Work Plan Goals and Activities for FY 2021/22 & Proposed FY2022/23.

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

Commissioners reported the following updates to the Work Plan Goals and Activities for FY 2021/22 and FY 2022/23.

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

Concert Series-free outdoor concerts starting in July. **Commissioners Samara** and **Sundaram** will meet regarding Friday Night Lights. Commissioner Samara mentioned there needs to be at least two (2) commissioners at each event. He will prepare a spreadsheet on the Google Drive and commissioners will sign up to attend the concerts.

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

Temporary Art-No new updates were provided regarding temporary art installations. Suggestion was made by **Chair von Huene** to keep this item on the Work Plan for next year.

Art Map is an ongoing project and is currently updated.

Utility Box Art Project-**Vice Chair Diaz** shared a presentation on the Utility Boxes for 2022. She shared the six (6) proposed locations by district. Ages will be 15 and up, with parent approval, budget will remain the same, \$750 per artist, proposed budget of \$4,500. Judging panel will be commissioners. Call for Artists-June 13-July 5.

Surviving Covid Pocket Exhibition-Has been completed. Winners were notified and invited to the City Council Meeting On June 7 to receive certificates of recognition. Award checks have been processed. They will be featured at the Triton Museum Exhibition in late July-August. Pocket Video will be shared once completed.

Goal # 3-Raise visibility of commemorative months. Staff included the Coloring Book in the City Hall News and Parks & Recreation Newsletter for the month of June.

Goal #4-Enhance communication and media strategy to increase community awareness of the Cultural Commission. Commissioners

McNamara and **Marinaro** will meet regarding this and report back with an update in August.

Council & Authorities Concurrent Meeting- On June 7-There will be a presentation to the City Council by the Cultural Commission. **Chair von Huene** shared the presentation she will be presenting at the meeting highlighting the Surviving Covid Exhibition and upcoming and past commission projects. The commission enjoyed seeing the presentation of the highlights and all are encouraged to attend the meeting.

Goal #5-Prepare for Citywide Arts Master Plan Process. This is a Multi-year process. Grant proposal is due in August of next year. **Chair von Huene** mentioned she would like to see the goal included in the FY 2022/23 Work Plan.

3. [22-704](#) 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.

Chair von Huene mentioned if commissioners had any Goals or Objectives they would like to be included in FY 2022/23 that they should inform staff by July 15, so it can be included in the August meeting agenda.

Commissioner McNamara would like to see Art Education included.
Commissioners Samara, Diaz and McNamara will meet to discuss.

A motion was made by Commissioner Samara, seconded by Vice Chair Diaz, to include the Utility Box Art Program for FY 2022-23 with a budget allocation of \$4,500.

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

Absent: 2 - Commissioner Marinaro, and Commissioner Vega

4. [22-712](#) Election of Cultural Commission Chair and Vice Chair to serve a One Year Term for FY2022/23

Recommendation: Elect a Chairperson and a Vice Chairperson to serve the Cultural Commission for a one year term for FY2022/23.

Commissioner Samara, nominated Vice Chair Diaz for the position of Chair for the 2022-23 fiscal year. Vice Chair Diaz accepted the nomination.

A motion was made by Commissioner Samara, seconded by Commissioner Sundaram, to elect Vice Chair Diaz as Chair for the 2022-23 fiscal year.

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

Absent: 2 - Commissioner Marinaro, and Commissioner Vega

Vice Chair Diaz, nominated Commissioner Samara, for the position as Vice-Chair for the 2022-23 fiscal year. Commissioner Samara accepted the position.

A motion was made by Vice Chair Diaz, seconded by Chair von Huene, to elect Commissioner Samara as Vice-Chair for the 2022-23 fiscal year.

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

Absent: 2 - Commissioner Marinaro, and Commissioner Vega

STAFF REPORT

Recreation Manager Castro mentioned there is no meeting in July. The next meeting will be in August. New sub-committees will be developed and new Goals and Objectives will be made.

COMMISSIONERS REPORT

Commissioner Sundaram reported that he has been getting involved with the Web-free Encrypto NFT space, specifically relating to film and entertainment.

Chair von Huene mentioned she attended the Flag Raising Ceremony at City Hall on Friday, June 3. She was inspired by the presentations and happy she attended. She invited everyone to come to the City Council Meeting on June 7 for the Cultural Commission presentation.

Commissioner Samara reported he was planning to attend.

Chair Von Huene thanked **Vice Chair Diaz** for all her work on the Utility Box Art Program.

Vice Chair Diaz thanked **Chair Von Huene** for her work as Chair.

Chair Sundaram thanked the commissioners for their help, support and making him feel welcome on the commission.

Commissioner Samara thanked **Chair von Huene** for her service.

ADJOURNMENT

A motion was made by Commissioner McNamamara, seconded by Vice Chair Diaz, that the meeting be adjourned at 7:50 p.m.

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

Absent: 2 - Commissioner Marinaro, and Commissioner Vega

MEETING DISCLOSURES

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CULTURAL COMMISSION



June 6, 2022

#22-705

June 6, 2022

Utility Box Program Proposal

June 7, 2022

POST MEETING MATERIAL

Theme

We announce a call for artists to submit artwork for the theme of ***Renewal***. Acknowledging that we are slowly emerging from a pandemic, while noting the rich history and diverse population that makes up our city, the possibilities for designs are endless.

CULTURAL COMMISSION



Proposed Location

- District 1: Agnew / Sun Fire Way

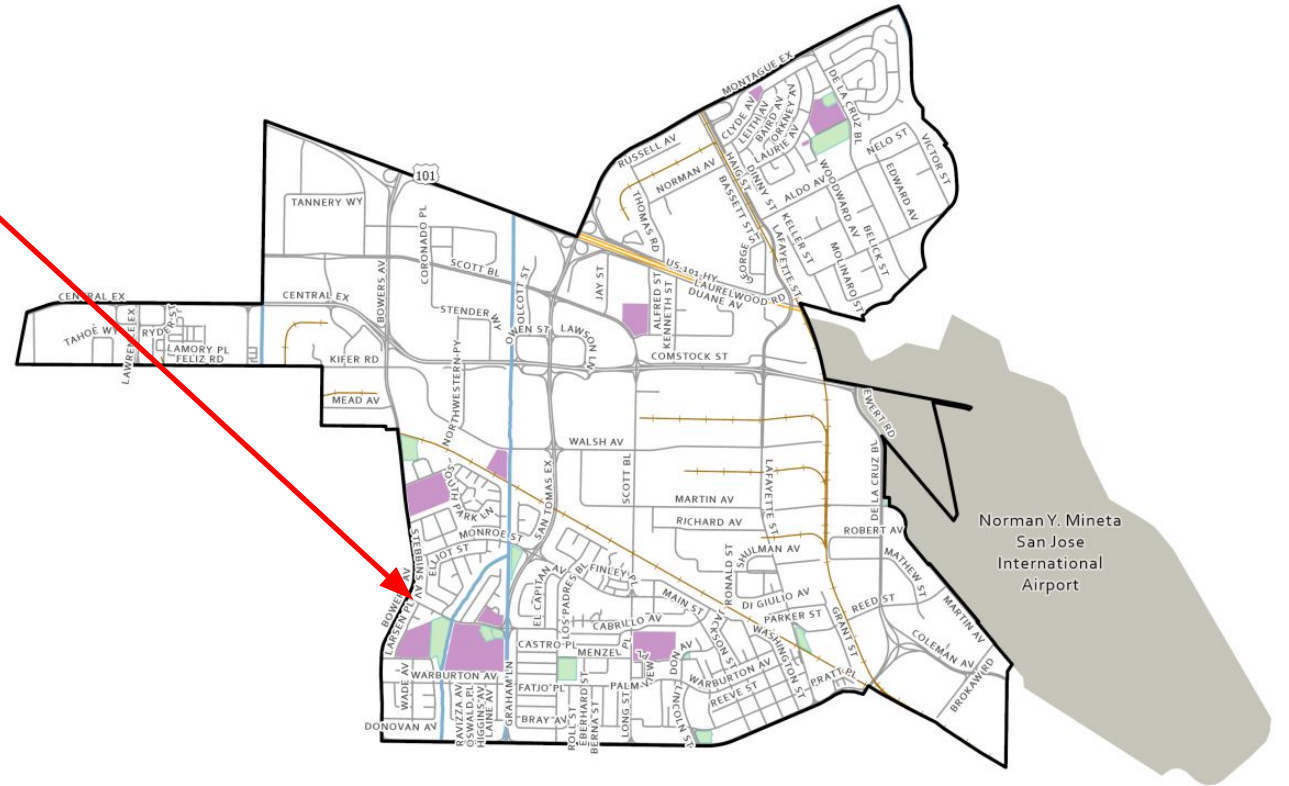


CULTURAL COMMISSION



Proposed Location

- District 2: Bowers / Cabrillo

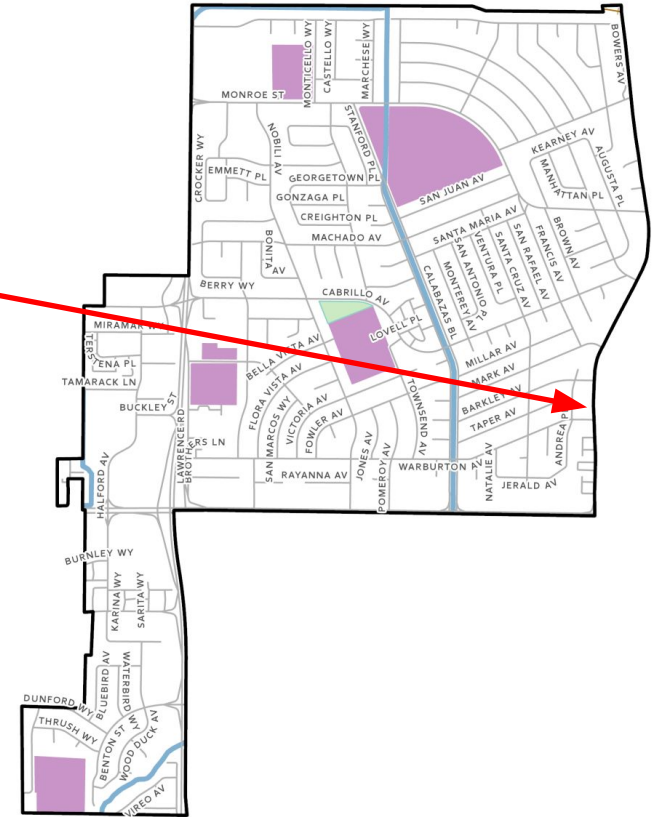


CULTURAL COMMISSION



Proposed Location

- District 3: Bowers / Warburton

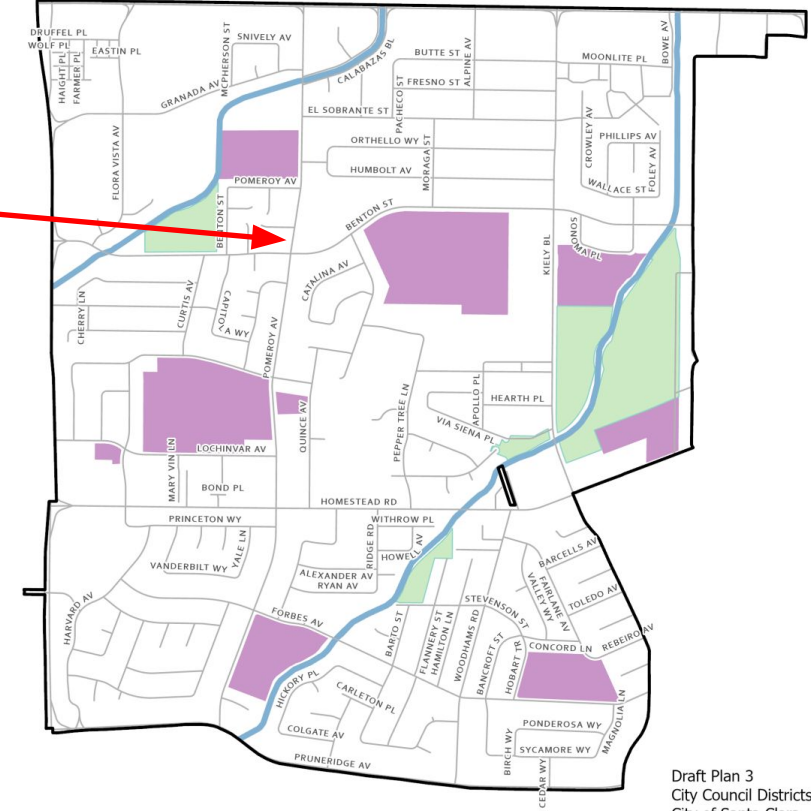


CULTURAL COMMISSION



Proposed Location

- District 4: Benton / Pomeroy

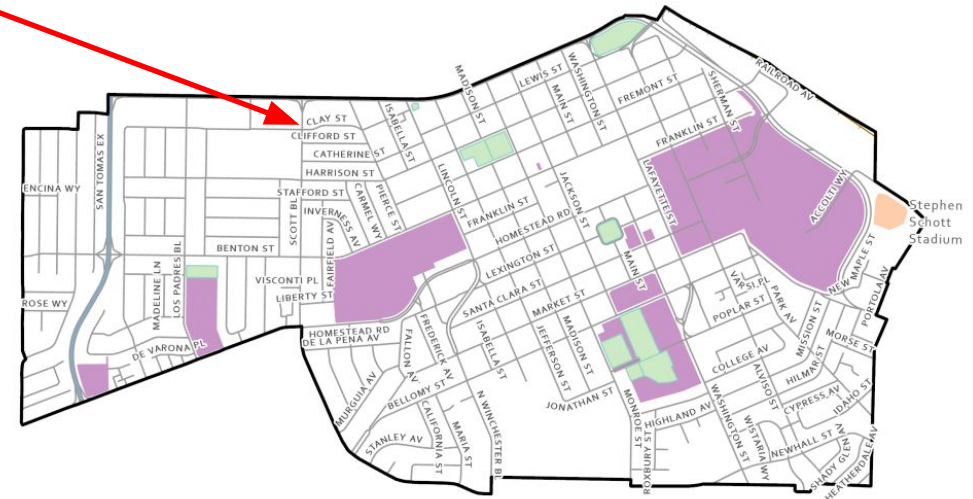


CULTURAL COMMISSION



Proposed Location

- District 5: Scott / Anna

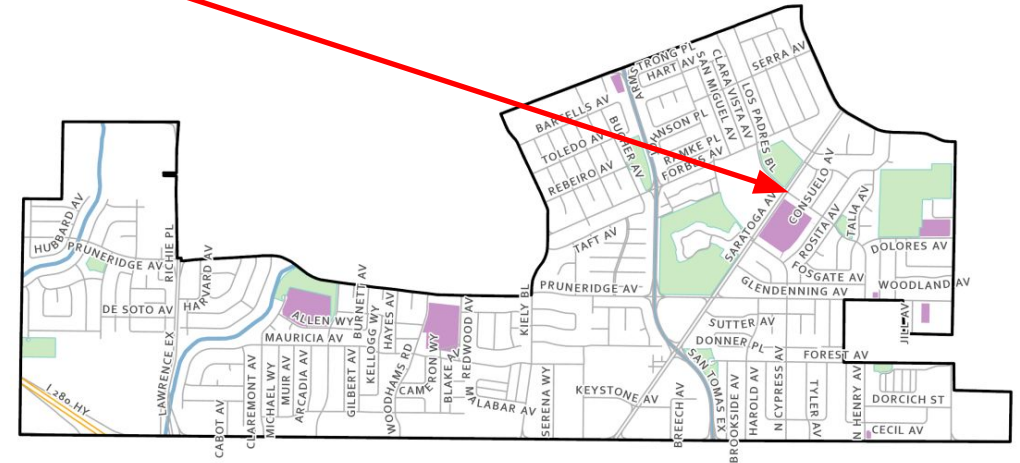


CULTURAL COMMISSION



Proposed Location

- District 6: Saratoga / Los Padres



CULTURAL COMMISSION



Program Notes

- Minimum age requirement of 15 years, with approval of parents
- Budget
 - Artist stipend of \$750
 - Total proposed budget of \$4,500 for this round
- Judging panel – Cultural Commission members, as previously
- Timeframe
 - Post call for artists on Monday, June 13, 2022
 - Application Period Closes Tuesday, July 5, 2022

CULTURAL COMMISSION





Cultural Commission

**Presentation of Cultural Commission
Work Plan Goals and Activities**

June 7, 2022



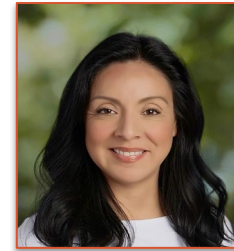
Cultural Commission

2021-22 Work Plan Goals

- Host and enhance multicultural events
- Develop and encourage interactive art opportunities to provide temporary, performing, cultural, and public art in the City
- Raise visibility of commemorative months
- Enhance communication and social media strategies
- Prepare for Citywide Arts Master Plan



Debra von Huene
Chair



Candida Diaz
Vice-Chair



Louis Samara
Chair, 2019--2021



Jennifer Garcia
Vega



Jonathan Marinaro



Paul McNamara



Siddarth Sundaram



Live Summer Concert Series returns!

- Kicks off with North Side concert on July 22 at Live Oak Park (behind the North Side library)
- Concerts at Central Park:
 - July 29th
 - August 12th
 - October 7th

SANTA CLARA CULTURAL COMMISSION PRESENTS

CONCERTS *in the* PARK

A Community Event Series for All Ages

Friday, July 22* The Hitmen	Friday, July 29 Arena
Friday, Aug. 12 The Megatonnes	Friday, Oct. 7 Latin Heat

*Live Oak Park - 641 Moreland Way
Central Park - 909 Kiely Blvd.
6:30 - 8 p.m.

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

SANTA CLARA.CA.GOV/CONCERTS

3



AND Franklin Street Dance returns to Downtown!

- August 5th at Franklin Square Mall,
Franklin & Jackson Streets
- Featuring the band Pop Fiction
 - From Bruno Mars, to Frank Sinatra, to
Journey, to Rhianna, and everything in
between, Pop Fiction plays non-stop
dance hits!
- Music, food & beverage booths,
activities and more!

STREET DANCE



FRIDAY
AUG. 5
2022

6-9 P.M.

Featuring:

POP FICTION

FRANKLIN SQUARE MALL

1100-1300 FRANKLIN ST.

THIS EVENT IS SPONSORED BY THE CULTURAL COMMISSION





Utility Box Program

- Artists painted 5 new boxes in 2021/2022 on the theme “Solidarity, Resilience and Hope”
 - Saratoga Ave/Pruneridge Ave
 - Monroe St/Nobili Ave
 - Benton St/Moraga St
 - Bowers Ave/Mead Ave
 - Agnew Rd/Harrigan Dr
- New for 2022/2023:
One box per district



Solidarity, Resilience & Hope
Angelo Lopez



Together
Helen Kong



Unity & Diversity
Khushi Kolte



“Stick-er Together”
Manasa Sundaram

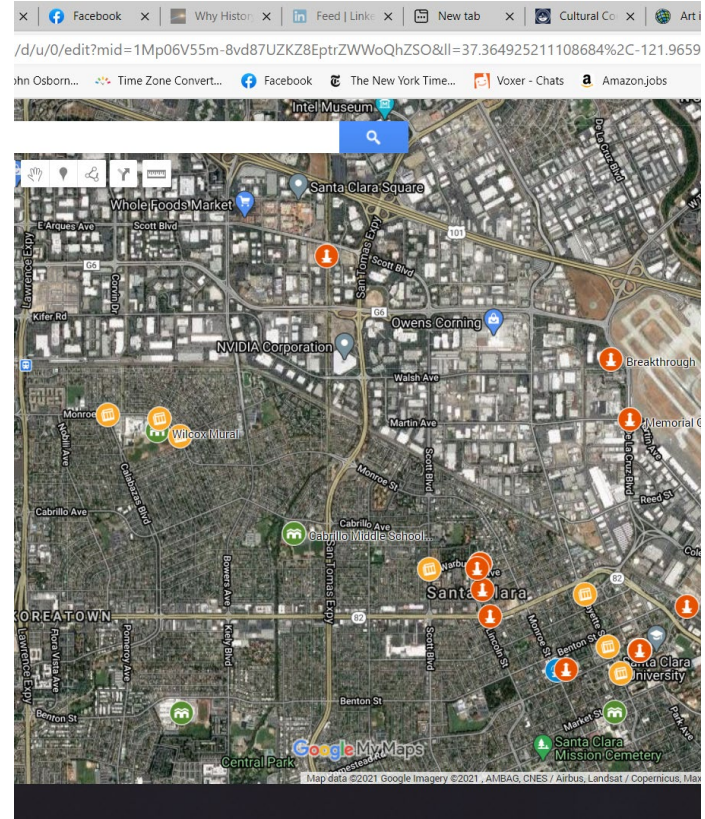


Cycles of Mythical Survival
Betty Nguyen



City Art Map

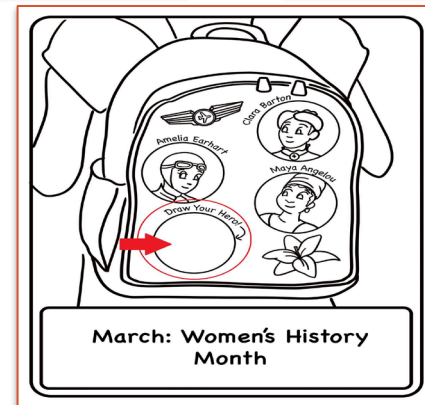
- New! Updated and available in Google Map format - map is updated with new utility boxes when they are painted
- Dynamic, enables self-guided walking or driving tours
- Custom icons indicate mural, statue, utility box, fountain





Communication and Social Media

- New! Halloween and Holiday Home Decorating Contests by District
 - Entries/voting done virtually
- Launch of Commemorative Month Celebrations Coloring Book - new page for each month – found on the website





2022 Pocket Exhibition

Theme: “Surviving COVID”

- Co-sponsored with The Triton Museum
- Categories: 17 years and under, and 18 and over
- Eligible artists from Bay Area counties
- Artwork in a range of expressions
- Semi-finalists selected in April
- Video to be shared on social media
- TBD display @ The Triton Museum

Call for Artists

Surviving COVID-19
Pocket Exhibition

Applications accepted

March 17 - April 5

SantaClaraCA.gov/CulturalCommission



City of
Santa Clara
The Center of What's Possible





2022 Pocket Exhibition

Theme: “Surviving COVID”

- First Place:

Paul Ransohoff

“EDR & JDR”

The loving gaze and reach of a new mother and infant under pandemic conditions.





2022 Pocket Exhibition

Theme: “Surviving COVID”

- First Place Youth Category Winner:
Khushi Kolte

“We Are All In This Together”

My artwork shows that to survive COVID-19 and find a vaccine that will help all of us, we need to work together: the doctors, government, and scientists trying to solve the issue, while people like us staying at home & staying safe.





2022 Pocket Exhibition

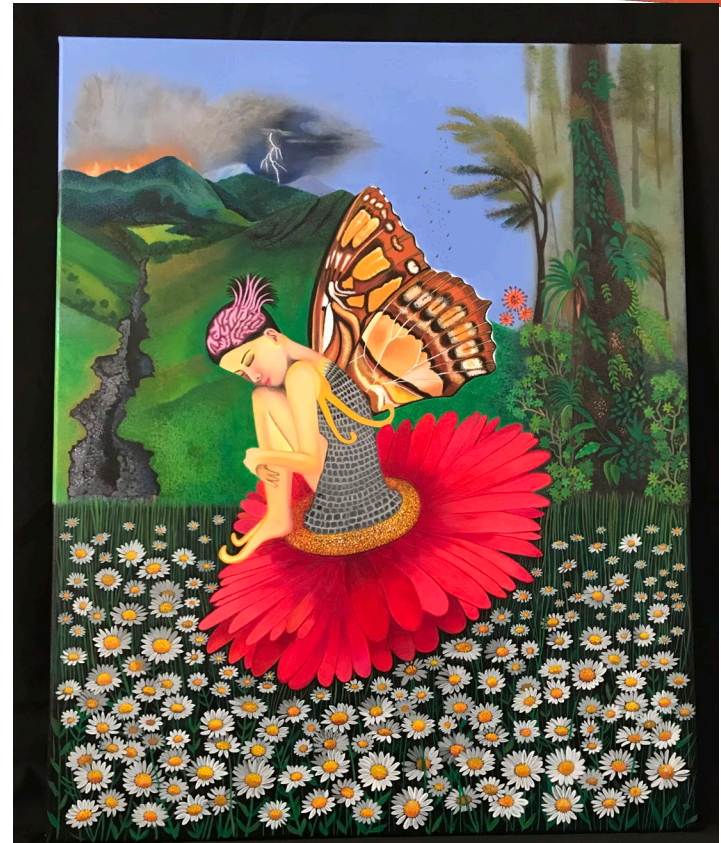
Theme: “Surviving COVID”

- Second Place:

Mythili Kattapalli

“Trapped”

This art reflects my feelings and emotions in 2020. I felt trapped by Covid-19, lightning, gusty winds, wildfires, evacuation orders and multiple earthquakes. Life was uncertain with all these around and I was disturbed emotionally. Nature is always beautiful, but we cannot stand against its wrath. In spite of the dangers around I felt safe and comfortable at home with my family.





2022 Pocket Exhibition

Theme: “Surviving COVID”

- Honorable Mention:
Bennett Roth-Newell
“When The Party Goes Away”
(spoken word/mp3)

Are we really that excited to go back to
packed malls?
Are we really still craving to be out 'til last
call?
It might have been your jump-off back in the
day
But that vibe ain't lit when the party goes
away...
Board meetings on Zoom
Kickin' it via Google
If these are the only options, then resistance
would be futile
Since any social gatherings met with
disapproval
If you're not falling in line that might call for
your removal...
All my 1099 folks wondering when the gigs
will come back
It's looking like we'll have to pivot and revamp
Since the ways we were used to ain't
returning in a hurry...



Will Seek Authorization to Apply for NEA Funding

"Our Town" Grant – New target: Aug 2023

- Intended Use: Build a citywide **Arts Master Plan**
- Lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into local strategies (e.g. inclusion in Specific Plans for development of new projects such as the new Downtown, Patrick Henry and Related)
- Requires partnership between a local government entity (City of Santa Clara) & nonprofit organization
- Identified SCU as potential partner, but now waiting for new SCU President to review and commit resources to draft the grant application

NATIONAL
ENDOWMENT
for the
ARTS
arts.gov



Thank you!

Visit us @ www.santaclaraca.gov/cultural-commission

Find us on Facebook or
email us @ culturalcommission@santaclaraca.gov



POST MEETING MATERIAL



Agenda Report

22-880

Agenda Date: 8/1/2022

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 FY 2021/22, 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 FY 2022/23.

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 the 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.

DISCUSSION

The Commission has a general fund budget allocation of \$48,138 FY 22/23. At the May 2022 and June 2022 Regular Meetings, the Commission began to brainstorm possible new activities for the FY 2022/23 work plan. During the planning of programs and activities of the Commission for FY 22/23, the Commission has tentatively allocated, \$45,880 of the total budget to programs (see attached work plan).

At the August 2022 Regular Meeting, commissioners will continue the conversation and 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 new budget allocations to support program goals, and requesting and making 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>>.

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

ATTACHMENTS

1. Cultural Commission Work Plan FY2022-23



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
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 FY 2022/23 (\$48,138) work plan. The budget is \$48,138. These goals incorporate the combined theme of civic leadership, multicultural diversity, visible public art, and improved communication with the community as the fundamental platform upon which more cultural and arts activities can take place in Santa Clara. The goals are:

GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Plan for summer concerts in FY 2022/2023		7/22/22 – Live Oak - Hitmen 7/29/22- Central - Arena 8/12/22- Central – Megatones 10/7/22 – Central – Latin Heat 6/23/23 – Central	Concerts will begin July 22 - \$26,500
Street Dance		8/5/22- Street Dance – Pop Fiction	\$13,500-Entertainment and production, Equipment rental, permits and labor
Secure sponsors for Cultural Commission special events in FY 2022/2023		FY 2022/2023 for events in 2023	* Sponsorship Packet Complete * Working on attracting sponsors
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		Ongoing	
Identify available Utility Boxes in the City for Utility Box Art Program	Diaz	Applications-June 13-July 5; At August meeting commissioners will review applications	\$750.00 stipend per artist allocated = \$4500.00 approved June 6. \$600-Anti-Graffiti paint

Host Halloween Home Decorating Contest and recognition			Six Districts plus Best of the Best. \$390
Holiday Home Decorating Contests and recognition			Six Districts plus Best of the Best. \$390
Update and maintain City interactive web-based public art map		Ongoing	Up to date

GOAL #3: Raise visibility of commemorative months.

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation

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 Commemorative Months, events and activities via social media and other communication channels with specific measurables			
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	

GOAL #5: Prepare for Citywide Arts Master Plan Process (von Huene/McNamara)			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
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.