



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, February 6, 2023

7:00 PM

Zoom Meeting

Pursuant to California Government Code Section 54953(e) and City of Santa Clara Resolution 23-9178, 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 23-81** [Cultural Commission Regular Meeting Minutes of January 9, 2023](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of January 9, 2023

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. 23-82** [Discussion of Cultural Commission Work Plan Goals and Activities for FY 2022/23](#)

Recommendation: Discuss Cultural Commission work plan goals and activities for FY 2022/23.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, March 6, 2023 at 7:00 PM.

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

23-81

Agenda Date: 2/6/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of January 9, 2023

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of January 9, 2023

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting January 9, 2023
2. POST MEETING MATERIAL January 9, 2023



City of Santa Clara

Meeting Minutes

Cultural Commission

01/09/2023

7:00 PM

Zoom Meeting

(Special Meeting)

Pursuant to California Government Code Section 54953(e) and City of Santa Clara Resolution 22-9175, 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:

Please click the link below to join the webinar:

<https://santaclaraca.zoom.us/j/83222664367>

Or join by phone: 1-669-900-6833

CALL TO ORDER AND ROLL CALL

Vice Chair Samara called the meeting to order at 7:06 p.m.

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

CONSENT CALENDAR

A motion was made by Commissioner von Huene, seconded by Chair Diaz, that the Consent Calendar be approved.

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

1.A [23-1555](#) Cultural Commission Regular Meeting Minutes of November 7, 2022

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

1.B [23-861](#) Cultural Commission Regular Meeting Minutes of December 5, 2022

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of December 5, 2022

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [23-311](#) Discussion of Cultural Commission Work Plan Goals and Activities for FY 2022/23

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

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

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

Concerts: Vice Chair Samara reported that GFI Entertainment was awarded the bid for sound and production for the Concerts and Street Dance. The committee will meet and discuss venues, dates and bands for the year.

Proposed dates are: June 9, June 23, July 21, Aug. 18 and Sept. 29.

Street Dance: Vice Chair Samara mentioned that the Street Dance will be held on Aug. 4.

Sponsorship: The committee will begin securing sponsors to help cover expenses.

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

Public Art-Commissioner von Huene reported that she began discussions with two (2) artists about temporary art installation. One (1) option is a Rainbow Portal and the other is a Horse Sculpture. **Recreation Manager Castro** mentioned it would be efficient to do a Call for Artists. Approximately \$10,000 is left in the budget to accommodate this project. **Commissioner von Huene** will work on a Call for Artists.

Utility Box Art-Chair Diaz mentioned that another Utility Box has been completed. It is located across the street from Schmidt Park (Los Padres/Saratoga Ave). Photos of the artist and the completed box was shared. Feedback was received from artists about the difficulty of the process. Next round will include FAQs about the process and insurance amount to assist the artists. Four (4) artists are in the process of painting. **Chair Diaz** thanked staff for their work.

Holiday Home Decorating Contest- 21 entries were received.

Commissioners Marinero and von Huene delivered the winning signs to the homes. Judging rubric was used and saved for reference if needed.

Vice Chair Samara mentioned that there isn't interest from District 5. He wants to meet with the committee to see the future of the program moving forward and if changes are needed.

Commissioner McNamara suggested using Print Media, ie: SC Weekly to advertise the contest.

Map-Completed Utility Boxes will be added by **Chair Diaz**.

GOAL #3: Raise the visibility of commemorative months.

Vice Chair Samara and Chair Diaz will provide an updated proposal at the February meeting of new days, months and an updated coloring book.

Commissioner von Huene will provide commemorative month posts for January and February.

GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.

Marketing Strategies-Commissioners Marinaro and McNamara will meet on marketing strategies. Goal will be to have more outreach and investment in events. Will provide update next month.

Report to Council-Recreation Manager Castro will meet with **Chair Diaz** about a date for Commission to report to Council in 2023.

GOAL #5: Prepare for Citywide Arts Master Plan Process

Patrick Henry Drive Development-Recreation Manager Castro reported there was a public meeting held on Dec.12. The Park will be discussed at the Parks & Recreation Commission Meeting on Jan. 17. Consultant interviews will be held on Friday for public outreach and design process. 155 people participated in the survey.

Arts Master Plan-Santa Clara University is currently on break.

Commissioner von Huene will set up a meeting to draft the grant for the Arts Master Plan. **Commissioners Marinaro and McNamara** are working on securing consultants to assist with writing the grant and reviewing the Arts Master Plan.

STAFF REPORT

Recreation Manager Castro thanked the Commissioners who attended the Holiday Tree Lighting event. She mentioned winter recreation classes began today after a two week facility closure. The Emergency Operations Center has been partially activated to respond to resident needs, outreach and supply efforts in response to the storm. She stated that staff is working on sponsorship packages for the whole year and starting to solicit artists for the Art & Wine Festival.

COMMISSIONERS REPORT

Commissioner von Huene mentioned she is a member of the SC Chorale. They held three (3) concerts in Dec. One (1) was free and two (2) were ticketed shows at the Santa Clara Mission. Shows were well attended. She has a rehearsal tonight for the new season for a show in March and there will be two (2) concerts in June. At end of June the concert will be held at Carnegie Hall in New York.

Commissioner McNamara shared that he graduated with a Master of Fine Arts in Writing from San Jose State University. He was congratulated by the commission.

Chair Diaz shared that she is working on a teaching credential and Masters Program.

ADJOURNMENT

A motion was made by Commissioner von Huene, seconded by Commissioner McNamara, That the meeting be adjourned at 8 p.m.

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

MEETING DISCLOSURES

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Completed Location

- District 5: Scott / Anna



CULTURAL COMMISSION



POST MEETING MATERIAL



Agenda Report

23-82

Agenda Date: 2/6/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion of Cultural Commission Work Plan Goals and Activities for FY 2022/23

COUNCIL PILLAR

Enhance Community Engagement and Transparency

Enhance Community Sports, Recreational and Arts Assets

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 2022/23, 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 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 for FY 2022/23. At their Regular Meetings in May and June 2022, the Commission began to brainstorm possible new activities for the FY 2022/23 work plan. During the planning process for determining Commission programs and activities for FY 2022/23, the Commission tentatively assigned \$45,880 of their total budget allocation to programs (Attachment 1).

At the February 2023 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, suggestions for assignment of the remaining Commission budget allocation to support program goals, and commissioner work assignments to sub-committees activities. Commissioners will have the opportunity to provide sub-committee reports on progress toward completing goals, activities and assignments.

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

Discuss 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 (\$44,140) work plan. Approximate year-to-date expenses: \$31,031. 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	Samara	6/9/23 6/23/23 – Live Oak? 7/21/23 8/18/23 9/29/23	\$26,500 Summer 2023: Sundaram, Diaz, Samara
Street Dance	Samara	8/4/23	\$13,500 Summer 2023: Sundaram, Diaz, Samara
Secure sponsors for Cultural Commission special events in FY 2022/2023	All	Update sponsor packages for 2023.	
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	Von Huene	Call for Artists being considered for 2023	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Applications- June 13-July 5; August Meeting 6 artists were approved. Painting beginning.	\$750.00 stipend per artist allocated = \$4500.00 approved June 6. \$500-Anti-Graffiti paint. 2 artists are complete and 4 pending.

Host Halloween Home Decorating Contest and Recognition	Sundaram, von Huene, McNamara	Complete.	Six Districts plus Best of the Best. \$390. Completed for 2022.
Holiday Home Decorating Contests and Recognition	Marinaro, von Huene, McNamara	Complete.	Six Districts plus Best of the Best. \$390
Update and maintain City interactive web-based public art map	Diaz	Ongoing	Up to date

GOAL #3: Raise the visibility of commemorative months.

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Provide activity to promote Commemorative Months @ Street Dance, Art & Wine & October Concert	Samara/Diaz	August September October	
Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency.	von Huene	Ongoing	Will advertise for Jan. and Feb.

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
Ensure Cultural Commission events and reports are marketed and archived	Marinaro and McNamara	Ongoing	Update Google Drive with Activities and Photos from Events
Present regularly to City Council	Chair or Vice Chair	As needed	Date to be determined

GOAL #5: Prepare for Citywide Arts Master Plan Process

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

Participate in the Community Outreach process for the development of the Community Art Center – in Patrick Henry Drive Development	von Huene/ McNamara	Through FY	
Develop partnerships and stakeholders Interested in citywide Arts Master Plan	von Huene/ McNamara/Marinaro	August 2023	Currently on hold
Develop a funding strategy for funding a citywide Arts Master Plan	von Huene/ McNamara/Marinaro	August 2023	Meetings with potential partners to discuss the work and interest in an application for National Endowment for the Arts are currently on hold.