



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, May 1, 2023

7:00 PM

Hybrid Meeting
City Manager's Conf. Room
City Hall - East Wing
1500 Warburton Avenue
Santa Clara, CA 95050

The City of Santa Clara is conducting the Cultural Commission meeting in a hybrid manner (in-person and a method for the public to participate remotely).

Via Zoom:

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

Meeting ID: 982 7228 3531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 23-536 [Cultural Commission Regular Meeting Minutes of April 3, 2023](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of April 3, 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. 23-538 [Discussion of Cultural Commission Work Plan Goals and Activities for FY 2022/23 and FY 2023/24](#)

Recommendation: Provide updates to Cultural Commission Work Plan goals and activities for FY 2022/23 and FY 2023/24.

3. 23-537 [Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2023/24](#)

Recommendation: Develop and recommend Cultural Commission work plan goals and activities for FY 2023/24.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, June 5, 2023.

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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City of Santa Clara

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

Agenda Report

23-536

Agenda Date: 5/1/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of April 3, 2023

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of April 3, 2023

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting April 3, 2023



City of Santa Clara

Meeting Minutes Cultural Commission

04/03/2023

7:00 PM

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CALL TO ORDER AND ROLL CALL

Chair Diaz called the meeting to order at 7:02 p.m.

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

Absent 1 - Commissioner Jonathan Marinaro

CONSENT CALENDAR

1.A [23-431](#) Cultural Commission Regular Meeting Minutes of March 6, 2023

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of March 6, 2023

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

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

Absent: 1 - Commissioner Marinaro

PUBLIC PRESENTATIONS

Satish Chandeo, Kaushal Varshney, and members of the public spoke in support of Diwali events: (a) City Holiday declared in the name of Diwali; and (b) Special event in Central Park in celebration of Diwali, similar to the City of Cupertino. The members of the public were asked to get detailed information from Cupertino.

Discuss a Potential Recommendation to Council to Recognize Residents of the Hindu Civilization and the Celebration of Diwali

GENERAL BUSINESS**2. [23-486](#)**

Recommendation: Staff has no recommendation.

Commissioners discussed recognizing residents of the Hindu Civilization and the Celebration of Diwali.

A motion was made by Commissioner von Huene, seconded by Vice Chair Samara, that City Council recognize Diwali by proclamation. The motion passed with the following vote:

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

Absent: 1 - Commissioner Marinaro

3. [23-425](#) 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.

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

All Concerts in the Park bands have been identified and scheduled, with the exception of June 23 at Live Oak Park. **Commissioner Sundaram** will check with a DJ and Dance School and will report back so staff can finalize logistics.

Vice Chair Samara will post a Google doc so commissioners can sign up to attend events. At least two (2) commissioners should be at each concert. All hands on deck for the Street Dance.

Sponsorship packets are completed and have been emailed to commissioners and is online.

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

Public Art: Commissioner von Huene met with artist, AJ Landon and Butch Coyne, with Santa Clara University, about a temporary art installation on campus in the STEM building. The art is a mechanical horse, which matches the school mascot. Commission may allocate funds in next fiscal year. Commissioner von Huene will report back next meeting with more information. Installation will be in August. Commission discussed marketing and outreach opportunities.

Utility Boxes: Will wait for a Call for Artists until after the art installation has been secured.

Home Decorating Contests: Contests are complete. No action required.

Map: Chair Diaz will update the map with the complete Utility Boxes.

Goal #3. Raise the visibility of commemorative month celebrations:

Vice Chair Samara and **Chair Diaz** reported that they have discussed the coloring book project to update the coloring book with the Federal Commemorative Months with the preferred artist. The artist is working on a draft version of the coloring book and it is expected to be completed in the

summer. Staff will start preparing the agreement. Pages will be finalized three (3) at a time.

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

Commissioners McNamara and Marinaro will meet to discuss media strategies and logistics.

The Commission presented to City Council on March 21, 2023. City Council provided positive feedback to the Commission.

Goal #5. Prepare for Citywide Arts Master Plan Process:

The sub-committee reported that they met twice in March and decided they will not be applying for a NEA grant but may consider hiring a consultant to conduct a community outreach to get feedback on art from residents. The Commission expressed interest to get on the new City Manager's calendar to explore and Art & Culture Master Plan and a dedicated art development fee. Commissioner von Huene will reach out to the Community Development Department to acquire the information.

Commissioner McNamara met with the CEO of Silicon Valley Creates, Connie Martinez. SV Creates provides small grants to artists and could share what other cities are doing, and marketing opportunities. She would like to present to the Commission to discuss a comprehensive plan for Arts and Culture in the South Bay.

STAFF REPORT

Recreation Manager Castro reported the below items:

The deadline for new Commissioners to apply is extended to April 21. Interviews will be May 22 and the commissioners will begin in June. She encouraged residents to apply.

Cultural Commission will begin discussion on Goals and Activities for the FY 2023-2024 Work Plan at the May meeting. Committees will dissolve in June, with new committees chosen in July. A new Chair and Vice-Chair will be elected in June. July will be their first meeting in new roles.

Construction on Magical Bridge in Central Park begins April 24.

Staff will order business cards for two (2) Commissioners.

COMMISSIONERS REPORT

Commissioner von Huene performed with the Santa Clara Chorale on March 24 at the Santa Clara University Mission. Approximately 500 people attended and they performed 18 songs celebrating the Chorale's Anniversary. Next performance is May 12, *Love is Love*, Celebrating Love and Marriage.

ADJOURNMENT

A motion was made by Commissioner McNamara, seconded by Commissioner Sundaram that the meeting be adjourned at 8:07 p.m. The motion passed with the following vote:

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

Absent: 1 - Commissioner Marinaro

MEETING DISCLOSURES

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Agenda Report

23-538

Agenda Date: 5/1/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion of Cultural Commission Work Plan Goals and Activities for FY 2022/23 and FY 2023/24

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 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 2022/23 and is planning events for FY 2023/24.

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>>.

RECOMMENDATION

Provide updates to Cultural Commission Work Plan goals and activities for FY 2022/23 and FY 2023/24.

Prepared by: Kimberly Castro, Recreation Manager
Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan FY2022/23 & FY2023/24



**City of
Santa Clara**

Cultural Commission

Mission, Priorities and Work Plan

FY 2022/23

FY 2023/24

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. 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-Central Park-David Martin House Party Band 6/23/23 – Live Oak-TBD 7/21/23-Central Park-Neon Velvet 8/18/23-Central Park-Orchestra Borinquen 9/29/23 – Live Oak-Megatonnes	\$26,500 Summer 2023: Sundaram, Diaz, Samara
Street Dance	Samara	8/4/23- Pop Rocks	\$13,500 Summer 2023: Sundaram, Diaz, Samara
Secure sponsors for Cultural Commission special events in FY 2022/2023	All	Application and packages on City website and emailed to Commission.	
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	Completed. 2/23	\$750.00 stipend per artist allocated = \$4500.00 approved June 6. \$500-Anti-Graffiti paint.

Host Halloween Home Decorating Contest and Recognition	Sundaram, von Huene, McNamara	Complete. 10/22.	Six Districts plus Best of the Best. \$390.
Holiday Home Decorating Contests and Recognition	Marinero, von Huene, McNamara	Complete. 12/22.	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
Update Coloring Book to honor Commemorative Months according to Federal Calendar	Samara/Diaz	In progress. Artist identified. Artist Contract in progress.	\$1,200 approved 1/23, for artist commission for new Coloring Book.
Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency.	von Huene	Ongoing	
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	Marinero and McNamara	Ongoing	Update Google Drive with Activities and Photos from Events
Present regularly to City Council	Chair or Vice Chair	As needed.	March 21, 2023-presented to Council as special order of business
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		Meetings with potential partners to discuss the work and shared interest.
Develop a funding strategy for funding a citywide Arts Master Plan	von Huene/ McNamara/Marinaro		Meetings with potential partners to discuss the work and shared interest.



Agenda Report

23-537

Agenda Date: 5/1/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2023/24

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 FY2022/23, 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 FY2023/24.

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 Master Plan Process

DISCUSSION

At the May 2023 Regular Meeting, the Commission may discuss, update and/or take action related to the proposed work plan goals and activities for FY 2023/24. 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.

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RECOMMENDATION

Develop and recommend Cultural Commission work plan goals and activities for FY 2023/24.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation