



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, August 7, 2023

7:00 PM

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

Commissioner Jonathan Marinaro will be attending remotely from the following location:
976 Wedge Ct.
Incline Village, NV 89451

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: 98272283531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 23-809 [Action on Cultural Commission Regular Meeting Minutes of June 5, 2023](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of June 5, 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. 23-831 [Action on Cultural Commission Work Plan Goals and Activities for FY 2023/24](#)

Recommendation: Discuss the Cultural Commission Work Plan Goals and Activities for FY 2023/24.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, October 2, 2023, at 7:00 p.m.

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

23-809

Agenda Date: 8/7/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Meeting Minutes of June 5, 2023

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of June 5, 2023

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting June 5, 2023
2. POST MEETING MATERIAL June 5, 2023



City of Santa Clara

Meeting Minutes

Cultural Commission

06/05/2023

7:00 PM

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

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ViaZoom:

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Meeting ID:98272283531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

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

She announced June is LGBTQ+ Pride month and that Commissioner von Huene posted the June coloring page to the Cultural Commission Facebook page.

Present 4 - Vice Chair Louis Samara, Chair Candida Diaz, Commissioner Jonathan Marinaro, and Commissioner Paul McNamara

Excused 2 - Commissioner Siddarth Sundaram, and Commissioner Debra von Huene

A motion was made by Commissioner Marinaro, seconded by Vice Chair Samara, to excuse Commissioners Sundaram and von Huene.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

CONSENT CALENDAR

1.A [23-668](#) Cultural Commission Regular Meeting Minutes of May 1, 2023

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of May 1, 2023

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

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [23-670](#) 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.

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

Summer Concerts in the Park-

Vice Chair Samara reported that Friday, June 9 is the first concert of the series at Central Park with David Martin's House Party. Advertising is underway. **Chair Diaz, Vice Chair Samara,** and Commissioners McNamera and Marinaro will attend the concert. Arrival time: 5:45/6 p.m.

Chair Diaz is unable to attend the concert on June 23.

Food Trucks for Concerts:

BBQ Kalbi-all
Cruisin Cafe-all
Kona Ice-all
Cousins Main Lobster-6/23 only.

Sponsors for Concerts:

CEFCU (\$2,500), SVP (\$10,000 includes Street Dance) and Patelco (\$1,550 includes Street Dance).

Food Trucks for Street Dance featuring Pop Rocks on 8/4:

BBQ Kalbi
Cruisin Cafe
Kona Ice
Cousins Main Lobster
Waffle Roost
Home Kitchen
Curiels Kettle Corn
Wetzel's Pretzels
Sister Cities

The Library's Book Mobile will be at the Street Dance.

Sponsors for Street Dance: Parade of Champions (\$250), SVP (\$10,000 includes Concerts), Patelco (\$1,550 includes Concerts) and Lonich Patton Ehrlich, PC (\$500).

Vice Chair Samara stated he will check with Seniore's Pizza to see if they

are interested in being a food booth at the Street Dance.

Commissioners took fliers and posters to deliver to businesses.

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

Public Art:

Commissioner Marinaro reported for **Commissioner von Huene** that the installment of the mechanical horse at Santa Clara University, STEM building, is targeted for the Fall and moving forward. It is 4,000 pounds and will include a film of how it was made.

Utility Box Art: No action required. Project will resume next year after the Public Art Exhibit.

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

Google Map: **Chair Diaz** updated the map.

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

Coloring Book Project:

Chair Diaz reported the artist, Giada Conte sent over three (3) calendar pages of completed art. Two (2) months were shared and approved. July is American Independence Month. September is National Hispanic Heritage Month. They are each one full page and then individual tiles that can be taped together to make a poster. The August page is being revised later in the week.

Commissioner Marinaro reported that the Sikh Community would like to be included in the commemorative months calendar.

Commissioner von Huene will post the June coloring page on social media.

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

No updates were given.

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

Community Outreach for Community Art Center:

Noll and Tam is the Architect for the Community Art Center at Patrick Henry Drive. Outreach materials are being developed. They will meet with the Commission in August or September regarding the project.

Arts Master Plan:

Commissioner Marinaro reported that they filed the 030 written petition for the Arts Master Plan. **Chair Diaz** reported that the Council would not move forward with the petition because the Commission did not take action and vote on it prior to taking formal action. City Council is aware that the Arts Master Plan is a goal of the Commission and the item will be added to the Goal Setting Agenda for the Summer. Once it is made a priority, then the commission can go back with the petition. Commissioners may attend the meeting, but it is not prioritized yet. **Cynthia Bojorquez**, Assistant City Manager, will attend the August or Sept. Cultural Commission meeting to provide additional feedback and answer questions. **Commissioner Marinaro** encouraged all Commissioners to attend the Goal Setting Meeting.

3. [23-672](#) 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.

Commissioners discussed the current goals (listed below) and made recommendations for FY 2023/24. Work Plan reflects changes.

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

The Commission would like to keep the current activities: Concert Series, Street Dance, and Sponsors. Add Friday Night Live into Goal #1. Would like to host three (3) events.

1. Band at the Triton Museum
2. Student Youth Band-Music School in Campbell, Folkloric group.
3. Korean Event in connection with the Parks & Recreation Commission.

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

The Commission will alternate years with Sculpture Exhibit (Public Art) and Utility Box Art Program. Budget will be discussed in August. Keep Halloween and Holiday Home Decorating Contests and Public Art Map.

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

No changes to Goal # 3. Keep coloring book and commemorative months promotion.

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

Remove, Ensure Cultural Commission events and reports are marked and archived. Keep, Present regularly to City Council and add Commissioners to attend the Americas for the Arts Conference. Add, Document process for marketing and advertising of Cultural Commission events.

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

#1 as is: Participate in the Community Outreach process for the Development of the Community Art Center in Patrick Henry Drive Development. Objective # 2 will be: Develop public/private partnerships to invest and promote the Arts in Santa Clara. Change Objective #3: Develop, promote and implement Citywide Arts Master Plan alongside the City Council.

ADD: Goal #6-Identify and expand on Arts Education in the City of Santa Clara

Objective: Identify potential partnerships with schools/local organizations to expand arts and art education.

4. [23-673](#) Election of Cultural Commission Chair and Vice Chair to serve a One Year Term for FY2023/24

Recommendation: Elect a Chairperson and a Vice Chairperson to serve the Cultural Commission for a one year term for FY2023/24.

Commissioner Marinaro nominated Chair Diaz for the position of Chair for the 2023/24 Fiscal Year.

A motion was made by Commissioner Marinaro, seconded by Vice Chair Samara, to elect Chair Diaz as Chair for the 2023/24 Fiscal Year.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

Commissioner Marinaro nominated Commissioner von Huene, for the position of Vice Chair for the 2023/24 Fiscal Year.

A motion was made by Commissioner Marinaro, seconded by Commissioner McNamara, to elect Commissioner von Huene as Vice Chair for the 2023/24 Fiscal Year.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

STAFF REPORT

Recreation Manager Castro reported there will be no meeting in July. She requested commissioners to post the fliers and posters at Rivermark businesses and Franklin Square to advertise upcoming Concerts and Street Dance.

COMMISSIONERS REPORT

Commissioner Marinaro just got back from Italy. He went to Venice and Rome. He highly recommends the Key Tour at Sistine Chapel. He enjoyed the paintings, sculptures and tapestries.

ADJOURNMENT

A motion was made by Vice Chair Samara, seconded by Commissioner Marinaro, that the meeting be adjourned at 8:22 p.m.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

MEETING DISCLOSURES

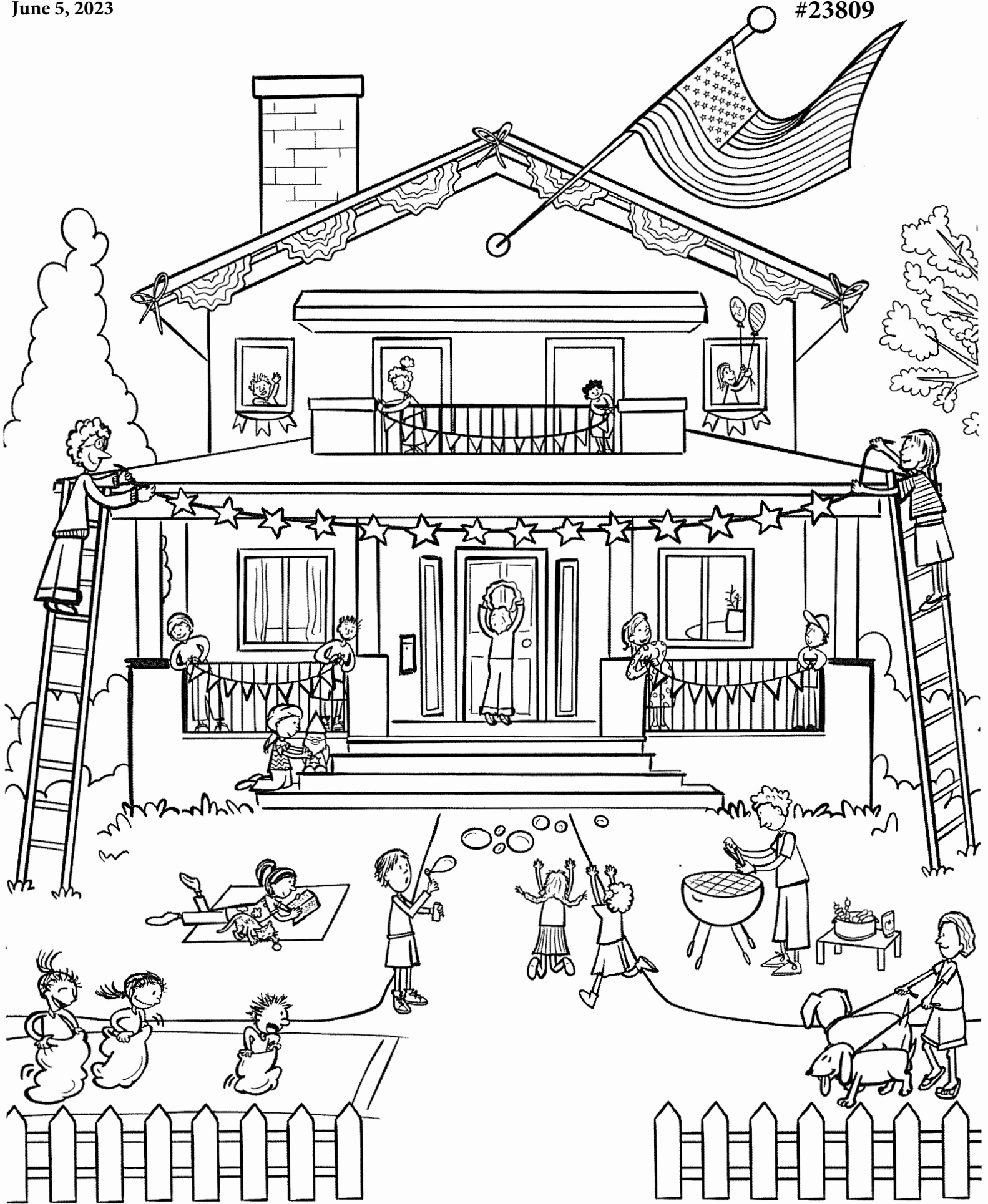
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JULY: AMERICAN INDEPENDENCE
POST MEETING MATERIAL

SEPTEMBER:

NATIONAL
HISPANIC
HERITAGE
MONTH



June 5, 2023

Santa Clara Cultural Commission – Paul McNamara

Proposed Goal for 2023-24: Identify and expand on arts education in Santa Clara from K-12 through adult arts and cultural offerings.

Rationale

The need for arts education in any society is an ancient educational offering, where exposure and participation in the arts expands a person's understanding of the aesthetics and imaginative worlds in which it means to be human.

The need for arts education has a very practical rationale as well, namely to increase and sustain viable audiences for art over generations. At a time when the arts have incurred decreased funding both in schools and nonprofits, increasing arts education will provide an aesthetic vocabulary and inspiration to not only participate in the arts at all levels - studio arts, performance arts, music, theater, and digital humanities – but such educational undertakings will also inspire participation in arts venues, museums, concerts, bands, dances, and exhibits of all kinds throughout the city and region. Only when there is a lively audience for the arts and a demand for art will the arts thrive.

Lastly, arts education offers complementary learning dynamics to students and adults of all ages; from critical thinking to problem solving to the essence of how the imagination applied in a scientific and aesthetic way can lead to new innovations. Art and creativity are not limited to aesthetics only but are at the heart of innovation, new technologies, new media, artificial intelligence, machine learning, virtual reality, and an array of digital and creative endeavors that are now viable career paths for students and career changes for adults.

Goal 1

Identify K-12 school arts in the Santa Clara Unified School District:

- Number of classes taking arts; demographics; types of art; frequency
- Number of art teachers
- Degree and cost per student for art supplies and materials, space, performance costs and time
- Determine both in-school and out-of-school arts offerings, including arts organizations who have affiliate partnerships with out-of-school programming.

Goal 2

Determine Gap Analysis of arts in K-12, with a correlative recommendation for increasing arts education in those areas where art is not available; or where certain arts are not available: example, dance and theater or digital arts.

Goal 3

Determine the offerings from non-profits and community-based organizations who offer adult arts. Conduct similar gap analysis for increasing arts offerings by regional sector, art discipline, and any barriers to participation – such as economic, transportation, physical limitations.

Goal 4

Explore art's role in special education and at-risk youth, with similar gap analysis above; including those offering arts education and a commensurate strategy for increasing arts education to special needs students and adults.



Agenda Report

23-831

Agenda Date: 8/7/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on 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.

At the May and June 2023 Regular Meetings, Commissioners brainstormed ideas for FY 2023/24 and the Commission adopted the goals listed below.

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 months.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
5. Prepare for Citywide Arts Master Plan process.
6. Identify and expand on Arts Education in the City of Santa Clara.

The Commission will assign subcommittees and discuss work plan goals and activities 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

Discuss the 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

ATTACHMENT

1. Cultural Commission Work Plan FY 2023/24



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
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 2023/24. The annual Commission budget is \$48,138 to execute the 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:

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 2023/24	Samara	6/9/23-Central Park-David Martin House Party Band 6/23/23 – Live Oak-Fog City Swampers 7/21/23-Central Park-Neon Velvet 8/18/23-Central Park-Orchestra Borinquen 9/29/23 – Live Oak-Megatones	\$26,500 + \$5,000 Stages = \$31,500 Summer 2023: Sundaram, Diaz, Samara
Street Dance	Samara	8/4/23- Pop Rocks	\$13,500 Summer 2023: Sundaram, Diaz, Samara
Plan and Host Friday Night Live Events: 1. Band at the Triton 2. Student Youth Band 3. Korean Event with Parks and Recreation Commission	Samara		
Secure sponsors for Cultural Commission special events in FY 2022/2023	All	Application and packages on City website and emailed to Commission. Patelco and CEFCU are confirmed for the Concerts.	
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 (alternate years)	Von Huene		Mechanical horse installation at SCU targeted for Fall 2023

with Utility Box)			
Identify available Utility Boxes in the City for Artist Utility Box Program (alternate years with Public Art)	Diaz		\$750.00 stipend per artist allocated + \$500-Anti-Graffiti paint.
Host Sculpture Exhibition			
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Sundaram, von Huene, McNamara		Six Districts plus Best of the Best. \$800
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
Commissioners to attend the Americans for the Arts Conference	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
Document process for marketing and advertising of Cultural Commission events	Marinara and McNamara	Ongoing	
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 private/public partnerships to invest and promote the Arts in Santa Clara	von Huene/ McNamara/Marinara		Meetings with potential partners (SV Creates) to discuss the work and shared interest.
Develop, promote and implement Citywide Arts Master Plan alongside the City Council	von Huene/ McNamara/Marinara		Once made priority, Commission will go back to Council with 030 written petition for the Arts Master Plan
GOAL #6: Identify and expand on Arts Education in the City of Santa Clara			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Identify potential partnerships with schools/local organizations to expand arts and art education	McNamara		