



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

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Monday, October 2, 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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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 23-1015 [Action on Cultural Commission Regular Meeting Minutes of August 7, 2023](#)

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of August 7, 2023

- 1.B 23-1016 [Recommend that Council Approve Cultural Commission Calendar of Meetings for 2024](#)

**Recommendation:** Recommend that Council approve Cultural Commission Calendar of meetings for 2024.

#### **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.     **23-1045** [Informational Presentation and Discussion on the Proposed Community Art Center Project in the Patrick Henry Drive Specific Plan Area](#)
  
- 3.     **23-1021** [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, November 6, 2023, at 7 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.

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# City of Santa Clara

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

## Agenda Report

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23-1015

Agenda Date: 10/2/2023

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### **REPORT TO CULTURAL COMMISSION**

#### **SUBJECT**

Action on Cultural Commission Regular Meeting Minutes of August 7, 2023

#### **RECOMMENDATION**

Approve the Cultural Commission Regular Meeting Minutes of August 7, 2023

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Dale Seale, Acting Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft Minutes - Cultural Commission Meeting August 7, 2023



# City of Santa Clara

## Meeting Minutes

### Cultural Commission

08/07/2023

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

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Via Zoom:

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

Meeting ID: 98272283531

Or join by phone: 669-900-6833

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

Chair Diaz called the meeting to order at 7:03 p.m.

Commissioner Garg was welcomed to the Commission.

**Present** 6 - Commissioner Siddarth Sundaram, Commissioner Louis Samara, Vice Chair Debra von Huene, Chair Candida Diaz, Commissioner Jonathan Marinaro, and Commissioner Neetu Garg

**Absent** 1 - Commissioner Paul McNamara

#### **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

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

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

**Absent:** 1 - Commissioner McNamara

**PUBLIC PRESENTATIONS**

None.

**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.

Commissioners discussed the Goals and Activities for FY 2023/24. Updates are reflected on the Work Plan.

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

**Plan for summer concerts in FY 2023/24**-Two (2) concerts left for 2023 (8/18 and 9/29). Discussed adding alcohol to the concerts for 2024. Discussed having four (4) concerts. Three (3) at Central Park and 1 (one) at Live Oak Park for 2024.

**Street Dance**-successful event on 8/4 with the Pop Rocks. Estimated 4-5,000 in attendance. Discussed new location on Franklin St. for 2024.

**Plan and Host Friday Night Live Events**-1. Band at the Triton 2. Student Youth Band 3. Korean Event with Parks & Recreation Commission-No action for 2024.

**Secure sponsors for Cultural Commission special events in FY 2023/2024**-ongoing

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

**Advise and recommend public art to City Council**-Discussion on Mechanical Horse Exhibition at Santa Clara University and allowed funds.

**Identify available Utility Boxes in the City for Artist Utility Box Program (alternate years with Sculpture Exhibition)**-no action for 2024.

**Host Sculpture Exhibition**-Commissioners discussed the pedestals and associated costs.

**Host Halloween Home & Holiday Home Decorating Contest and Recognition**-Discussed allocation of funds.

**Update and maintain City interactive web-based public art map**-ongoing.

**GOAL #3: Raise the visibility of commemorative months.**

**Update Coloring Book to honor Commemorative Months according to Federal Calendar**-First three (3) months completed (July, August and Sept). Artist is in contract for twelve (12) months.

**Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency-ongoing.**

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

**Commissioners to attend the Americans for the Arts Conference-No action for 2024.**

**Present regularly to City Council-Joint City Council/Commission Dinner is March 5, 2024. Chair Diaz will inquire about budget adjustment.**

**Document process for marketing and advertising of Cultural Commission events-Will occur at a later date. Focus is on Arts Master Plan.**

**GOAL #5: Prepare for Citywide Arts Master Plan Process**

**Participate in the Community Outreach process for the development of the Community Art Center - in Patrick Henry Drive Development-Public comment will be in August and a joint meeting will happen in the Fall.**

**Develop private/public partnerships to invest and promote the Arts in Santa Clara-No updates.**

**Develop, promote and implement Citywide Arts Master Plan alongside the City Council-Waiting to hear back from the City Clerk's office to take action on this item.**

**GOAL #6: Identify and expand on Arts Education in the City of Santa Clara Identify potential partnerships with schools/local organizations to expand arts and art education-No update.**

**A motion was made by Vice Chair von Huene to confirm allocation of \$10,000 for the Mechanical Horse installation. The motion passed with the following vote:**

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

**Absent:** 1 - Commissioner McNamara

**A motion was made by Commissioner Sundaram, seconded by Commissioner Marinaro, that \$2,500 be allocated for the Sculpture Exhibition: \$1750 for awards-(\$1000 1st place; \$500 2nd place and \$250 third place) and \$750 for pedestals. The motion passed with the following vote:**

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

**Absent:** 1 - Commissioner McNamara

**A motion was made by Commissioner Marinaro, seconded by Commissioner Samara to allocate \$800 to the Halloween and Holiday Home Decorating Contests (\$400 each contest). The motion passed with the following vote:**

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

**Absent:** 1 - Commissioner McNamara

**A motion was made by Commissioner Marinaro, seconded by Commissioner Sundaram, to accept the Work Plan as discussed.**

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

**Absent:** 1 - Commissioner McNamara

### **STAFF REPORT**

**Recreation Manager Castro** reported that **Parks & Recreation Director James Teixeira** is retiring Sept. 3 and **Deputy Director Dale Seale** is the Acting Director. Public input is underway for the Rehabilitation Projects at Warburton and Schmidt Parks. Sunset Cinema is on Friday, August 11.

**COMMISSIONERS REPORT**

**Commissioners Sundaram and Marinaro and Vice Chair von Huene** reported they saw the movie, Oppenheimer. **Commissioner Samara** spent time in San Diego with his family. **Commissioner Marinaro** went to Austin and Nashville for business trips and attended the Red, White and Blue March. He is currently in Tahoe and reported the remote meeting attendance worked well. **Chair Diaz** vacationed in Hawaii and went to the Polynesian Cultural Center. **Commissioner Samara** thanked staff for all their work.

**ADJOURNMENT**

**A motion was made by Commissioner Sundaram, seconded by Commissioner Marinaro, that the meeting be adjourned at 8:38 p.m.**

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

**Absent:** 1 - Commissioner McNamara

**MEETING DISCLOSURES**

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## Agenda Report

23-1016

Agenda Date: 10/2/2023

### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Recommend that Council Approve Cultural Commission Calendar of Meetings for 2024

#### **BACKGROUND**

In 2019, the City Council adopted Resolution No. 19-8667 regarding the dates and times of commission meetings to establish that the Cultural Commission hold regular meetings on the first Monday of each month at 7:00 p.m. when the meeting date does not fall on a City Holiday.

#### **DISCUSSION**

At the October 2, 2023 Cultural Commission meeting, the Commission will review a Draft Resolution (Attachment 1) and the Proposed Cultural Commission Meeting Calendar for 2024 (Attachment 2), which includes 10 regular meetings to be held at 7:00 p.m. on the first Monday of each month from February through December, with the addition of the Special Meeting in January and no meeting in September. The Commission will meet for a total of 11 meetings in the 2024 calendar year.

#### **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’s 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, or email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov).

#### **RECOMMENDATION**

Recommend that Council approve Cultural Commission Calendar of meetings for 2024.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Dale Seale, Acting Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft Resolution Cultural Commission Meeting Dates for 2024
2. Proposed Cultural Commission Meeting Calendar 2024

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA  
APPROVING THE CULTURAL COMMISSION CALENDAR OF  
MINUTES FOR 2024, SETTING THE NUMBER AND START TIME  
OF THE REGULAR COMMISSION MEETINGS, AND DELEGATING  
TO THE CULTURAL COMMISSION THE AUTHORITY TO ADOPT  
FUTURE ANNUAL MEETING CALENDARS**

**BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, Section 2.120.030 of the Santa Clara Code (“SCC”) requires City boards and commissions to hold regular meetings at the times and on the days indicated by resolution of the Council;

**WHEREAS**, the City Council in 1987 adopted Resolution No. 5195 to set the original dates and times of the Cultural Commission, and on December 17, 2019 the Council adopted Resolution No. 19-8667 setting the first Monday of the month at 7:00 p.m. as the regular meeting date and time; and

**WHEREAS**, On October 2, 2023 the Cultural Commission recommended to the city Council its meeting schedule for 2024, which proposes eleven (11) meetings per year (January through December), and a start time of 7:00 p.m.

**NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

1. That ...

A. The City Council hereby finds that the above Recitals are true and correct and by this reference make them a part hereof.

B. The City Council hereby approves the Cultural Commission Schedule of Meetings for 2024, attached hereto.

2. That subject to the foregoing, the City Council hereby delegates to the Cultural Commission the authority set forth in SCCC Section 2.120.030 to establish the days and times of regular meetings. In accordance with these parameters, the Cultural Commission shall adopt

a Calendar of Meetings annually.

3. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE \_\_\_ DAY OF \_\_\_\_\_, 2023, BY THE FOLLOWING VOTE:

AYES: COUNCILORS:

NOES: COUNCILORS:

ABSENT: COUNCILORS:

ABSTAINED: COUNCILORS:

ATTEST: \_\_\_\_\_  
NORA PIMENTEL, MMC  
ASSISTANT CITY CLERK  
CITY OF SANTA CLARA

Attachments incorporated by reference:

1. Proposed Cultural Commission Meeting Schedule 2024

S:\Attorney\RESOLUTIONS\Form Resolution-City.doc



Regular meetings are typically held on the first Monday of the month, beginning at 7 p.m., City Manager's Conf. Room-City Hall East Wing. The meeting location is subject to change. The City of Santa Clara is conducting the Cultural Commission meetings in a hybrid manner (in-person and a method for the public to participate remotely).

**January 8, 2024**  
Special Meeting

**February 5, 2024**

**March 4, 2024**

**April 1, 2024**

**May 6, 2024**

**June 3, 2024**

**July 1, 2024**

**August 5, 2024**

**October 7, 2024**

**November 4, 2024**

**December 2, 2024**



## Agenda Report

23-1045

Agenda Date: 10/2/2023

### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Informational Presentation and Discussion on the Proposed Community Art Center Project in the Patrick Henry Drive Specific Plan Area

#### COUNCIL PILLAR

Enhance Community Sports, Recreational, and Arts Assets  
Deliver and Enhance High-Quality Efficient Services and Infrastructure

#### BACKGROUND

The Patrick Henry Drive Specific Plan is an existing industrial area under redevelopment into a transit-oriented neighborhood with up to 12,000 residential units and up to 310,000 square feet of nonresidential uses bounded by Mission College to the south, Great America Parkway to the east, the Hetch-Hetchy right-of-way to the north, and Calabazas Creek to the west. Summerhill Homes Apartment and Communities (SHAC) will meet their Parkland Dedication requirements through a combination of dedicated public park spaces, private recreational amenities, and fees in-lieu of dedication. This includes a 5,000 square foot ground floor “cold shell” corner condominium unit dedicated to the City to design and program for a public classroom, studio, and art gallery space that will be adjacent to the dedicated public mini-park “Art Walk” previously approved by the City Council on February 21, 2023 (RTC 23-126).

On May 9, 2023 (23-423) the City Council took action to approve an agreement with Noll and Tam Architects for Professional Services for the Patrick Henry Drive Specific Plan Community Art Center Project. The City will work with Noll and Tam and the Community to further define the program, design the space, and make tenant improvements to turn the space into a community art center (Project) through this community outreach process.

On August 15, 2023 the Parks & Recreation Commission took action to initiate public comment for the project. Part of the process to solicit input is to meet with the Cultural Commission.

#### DISCUSSION

On October 2, 2023, the Cultural Commission will receive a presentation from Noll and Tam Architects (Consultant) on the Project scope and timeline to develop the schematic design for the Art Center (Attachment 1). The Commission will provide feedback and input about the project. The Consultant will introduce the project site, goals, and vision to create a sustainable operational model for a new recreational facility focused on delivering arts programming in a unique maker’s space to the community. This space should welcome residents of all ages and abilities and supports the increased resident population in the City of Santa Clara. The Commission will review the Project design principles that include, understanding the regional and local arts program delivery models, and implementing best practices for durable and flexible facility design, while supporting the City’s

age-friendly goals for this anchor facility being built by SHAC.

The public engagement process will include a community pop-up input booth at the Art & Wine Festival on September 16 to collect input from the guests on their expectations for art program delivery. An online survey was available for residents through September 11, and the Consultant will host an additional public meeting to seek public comments from the Youth Commission and Senior Advisor Commission on October 10. Concurrently, the Consultant is leading a project to develop a business plan for sustainable operations of the facility that will meet the City's cost recovery policy. Together with the Business Plan and the public input, the Consultant will prepare a schematic design of the Art Center for successful program delivery and operations.

Once the Phase 1 design process is complete and Council has approved a schematic design, the City will undertake Phase 2 design development work which will prepare the tenant improvement plans and specifications in collaboration with SHAC and in compliance with the City's construction standards and the public bid process.

### **ENVIRONMENTAL REVIEW**

This action is for design professional services and the action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") Guidelines section 15378 because it does not pose a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment.

### **FISCAL IMPACT**

City Council approved the funding allocation for this project on May 9, 2023. The funds were allocated to the Parks and Recreation Capital Improvement Fund (FY 23/24) in the amount of \$529,353. The term of the proposed agreement with Noll and Tam Architects is through May 31, 2025. The consultant's maximum compensation for Phase 1 and for Phase 2 is \$529,353.

### **COORDINATION**

This project has been coordinated with the Finance Department and Parks & Recreation Department.

### **PUBLIC CONTACT**

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Prepared by: Kimberly Castro, Recreation Manager

Approved by: Dale Seale, Acting Director of Parks & Recreation

### **ATTACHMENTS**

1. Community Arts Center Presentation





# Action to Initiate Public Comment for the Community Arts Center Project

**Item 23-1045**

**October 2, 2023**



# Agenda

- Project Overview
- Project Vision
- Project Goals
- Schedule/Community Engagement



# PHD Development Overview

- 10–15-year build-out to include additional recreation facilities

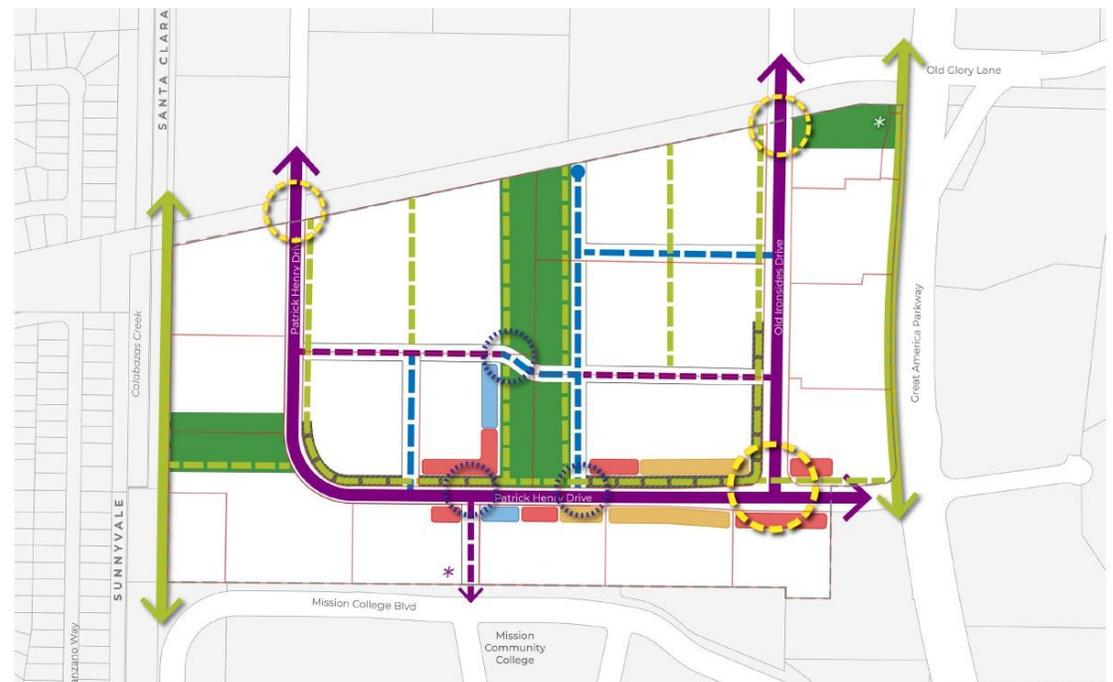


FIGURE 4.2A: URBAN DESIGN FRAMEWORK



\* Public parkland only required with residential development  
\* Proposed roadway is based on pending approval from the College



Architecture + Planning  
888.456.5549  
kitgy.com





# Project Overview



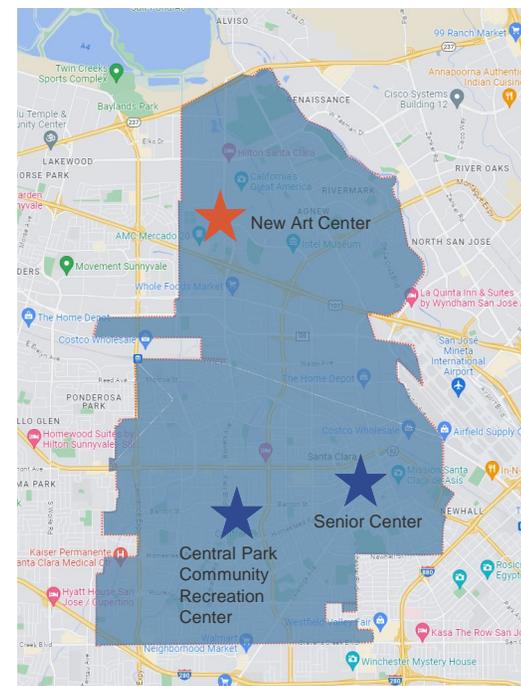
Architecture + Planning  
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ktgy.com





# Creating Community Access

- Creating art recreational facility for north Santa Clara neighborhoods
- First recreational facility in Patrick Henry Development adjacent to the Art Walk Park
- Expanding art access beyond Projected Demographics for housing development
  - Multi-cultural, multi-ethnic, multi-generational





# Your Feedback

What was the last impactful art maker space you visited?

What did you like about it?





# Project Vision

- Light, bright, and engaging hub encouraging creativity and connection
- Meets program needs for flexible classrooms, staff office, service space, and ample storage





# Art Center Design

- Durability
- Sustainability
- Sound Attenuation
- Ventilation
- Flexibility





# Project Goals

- Creating Community Access to Diverse, Inclusive, and Multi-Generational Arts Programming
- Resilient Business Plan - Cost Recovery Policy/future needs
- Synergy with adjacent Art Walk
- Tenant of Summerhill Apartment Community (SHAC)



# Your Feedback

How can we make this facility welcoming for the current and future Santa Clara community members?



# Resilient Business Plan

- Market/capacity
- Who are the future/current customers?
- How do they pay?
- How do you sustain programs over time?





# Resilient Business Plan



## EXPENSES

- Full Time Staff
- Part Time Staff
- Contractual Staff
- Commodities
- Contractual Obligations
- Capital Improvement Allocation

- Programs
- Memberships
- Rentals
- Endowment
- Other



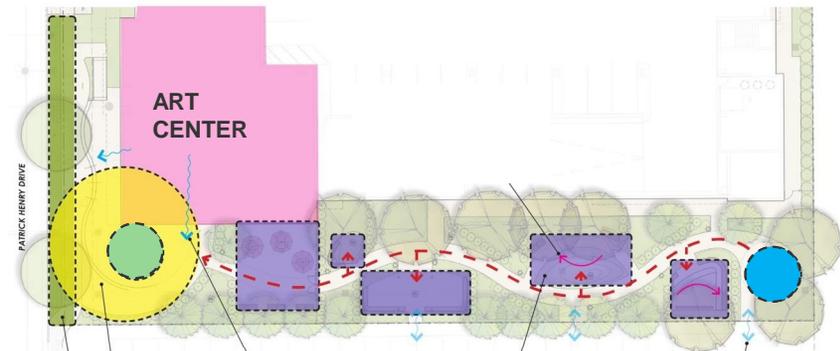
## REVENUE



# Exterior Art Walk Synergy

- Coordinate new Art Center programming with Art Walk “classrooms”
- Consider visibility, privacy and sightlines for art center users

Art walk  
“classrooms”





# New Art Center Parameters

- Tenant of Summerhill Apartment Community
- Planning Commission approved Vesting Tentative Map includes:
  - 5,000 SF ground floor anchor tenant space
  - Exterior building design
  - Consideration to the Development and resident community



# Engagement Strategy

- Identify stakeholders + Be inclusive
- Receive community feedback
- Communicate project parameters
- Reflect the community priorities
- Co-create arts programming





# Your Feedback

What do you believe is needed in the facility for it to be successful? What programs would you like to see in this space?



# Engagement Events

- Online Survey, August - September
- General Community – Art & Wine Festival, September 16<sup>th</sup>
- Commission Outreach
  - Cultural, October 2<sup>nd</sup>
  - Youth and Senior Advisory, October 10<sup>th</sup>





# Engagement Schedule





# Recommendation

Initiate the Community Outreach Process for the Santa Clara  
Community Art Center Project



## Agenda Report

23-1021

Agenda Date: 10/2/2023

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### 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 August 2023 Regular Meeting, 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 aim to assign subcommittees, prioritize, and discuss work plan goals, and activities for FY 2023/24.

#### **DISCUSSION**

The Commission may discuss, provide updates, prioritize projects, and take action on the activities noted in the attached Work Plan (Attachment 1). Commissioners will also review the program budget allocations (Attachment 2).

#### **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**

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

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Dale Seale, Acting Director of Parks & Recreation

**ATTACHMENT**

1. Cultural Commission Work Plan FY 2023/24
2. Program Budget Allocation 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 \$56,000 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:

<b>GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline &amp; details</b>	<b>Notes &amp; Financials</b>
Plan for summer concerts in FY 2023/24	Samara/Sundaram/Diaz	2023- 7/21/23-Central Park-Neon Velvet 8/18/23-Central Park-Orquesta Borinquen 9/29/23 – Live Oak-Megatonnes  2024 Bands and dates not yet determined-Total of 4 for 2024. 3 at Central Park and 1 at Live Oak Park	FY 23/24 \$33,000 (\$2800-GFI + \$5000-2 stages) (Need to Add in payroll and supplies)
Street Dance	Samara/Garg/Diaz	8/4/23- Pop Rocks  August 2, 2024 Band TBD	2023 event: \$13,500 allocated Spent-\$15,675 (need to add personnel and supplies) <b>Summer August 2, 2024:</b>
Plan and Host Friday Night Live Events: 1. Band at the Triton 2. Student Youth Band 3. Korean Event with Parks and Recreation Commission.			
Secure sponsors for Cultural Commission special events in FY 2023/2024	All	Application and packages on City website and emailed to Commission.	2023-Sponsorship SVP Concerts/SD: \$10,000 CEFCU Concerts-\$2,500 Patelco-Concerts-\$1,300 Patelco-SD-\$250 Law office-SD-\$500 Rotary-SD-\$250 Parade of Champions-SD-\$250 Total \$15,050 (\$8,800 concert; \$6,250 Street Dance)
<b>GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Advise and recommend public art to City Council	von Huene/Garg	Sept.25, 2023-Jan 21-2024.	Mechanical horse installation at SCU 9/25/23-1/22/24 \$10,000

Identify available Utility Boxes in the City for Artist Utility Box Program (alternate years with Sculpture Exhibition)		On hold 23/24	
Host Sculpture Exhibition	Garg/von Huene/Marinaro	FY 23/24 Locations: Nov. Open Jan. Install: April	Budget: Pedestals, install costs, award costs (\$2,500)  Awards: \$1,000, 500, 250  Balance for Pedestal or installation -\$1000
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Marinaro/Sundaram		Six Districts plus Best of the Best. \$900
Update and maintain City interactive web-based public art map	Diaz	Ongoing	Up to date
<b>GOAL #3: Raise the visibility of commemorative months.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Update Coloring Book to honor Commemorative Months according to Federal Calendar	Sundaram/Diaz	Artist in contract-6 of 12 are completed	Artist commission for Coloring Book FY 23/24 \$900. \$300 paid for in FY22/23.
Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency.	von Huene/Marinaro	Ongoing	

<b>GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Commissioners to attend the Americans for the Arts Conference			
Present regularly to City Council	Chair or Vice Chair	As needed.	Dinner March 5, 2024 Consider a SOB before March
Document process for marketing and advertising of Cultural Commission events			
<b>GOAL #5: Prepare for Citywide Arts Master Plan Process</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Participate in the Community Outreach process for the development of the Community Art Center – in Patrick Henry Drive Development	All	Opens August	Joint meeting being scheduled with PRC, SAC, Youth Commission
Develop private/public partnerships to invest and promote the Arts in Santa Clara	von Huene/ Marinero		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/ Marinero	Commission to advocate @ Council Priority Setting Session	Once made priority, Commission will go back to Council with 030 written petition for the Arts Master Plan

<b>GOAL #6: Identify and expand on Arts Education in the City of Santa Clara</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status &amp; Budget Allocation</b>
Identify potential partnerships with schools/local organizations to expand arts and art education			

Cultural Commission  
Budget FY 2018-19

Categories	Line Items	Expenditure Descriptions	Budgeted	Expenditures	Revenue
<b>Cultural Events</b>	Concerts in the Park		\$ 56,000		
			\$ 24,000		
	GFI - 5 Concerts July 21; August 18; September 29, 2023 2024 (2 dates) Live Oak Stages @ 2			\$ 28,000	
	Payroll			\$ 5,000	
	Supplies				
	Sponsors 2023/24				
		Remaining Budget	\$ (200)	\$ 33,000	Total Revenue: = \$8,800
<b>Performing and Visual Arts</b>			\$ 16,400		
	Public Art Exhibit @ SCU Temporary Sculpture Exhibit Halloween & Holiday Coloring Book		\$ 3,500.00	\$ 10,000	
				\$ 900.00	
				\$ 900.00	
			Remaining Budget	\$ 6,400	\$ 11,800.00
<b>Street Dance</b>			\$ 15,600		
	GFI			\$ 8,500	
	Encroachment			\$ 1,700	
	Fire Permit			\$ 1,700	
	Stage			\$ 3,500	
	Personnel				
	Supplies				
	ASCAP/BMI			\$ 275	
Sponsors					\$ 6,250
	<b>Sub Total</b>			\$ 15,675.00	
		Remaining Budget	\$ (75)	\$ 60,475.00	\$15,050

Remaining Budget: \$ 10,575.00