



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, November 6, 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. 23-1298** [Action on Cultural Commission Regular Meeting Minutes of October 2, 2023](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of October 2, 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. 23-1299** [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, December 4, 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.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

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City of Santa Clara

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

Agenda Report

23-1298

Agenda Date: 11/6/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Meeting Minutes of October 2, 2023

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of October 2, 2023

Prepared by: Kimberly Castro, Recreation Manager

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

ATTACHMENTS

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



City of Santa Clara

Meeting Minutes

Cultural Commission

10/02/2023

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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CALL TO ORDER AND ROLL CALL

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

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

Absent 1 - Commissioner Siddarth Sundaram

CONSENT CALENDAR

A motion was made by Commissioner Marinaro, seconded by Vice Chair von Huene, that the Consent Calendar be approved. The motion passed with the following vote:

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

Absent: 1 - Commissioner Sundaram

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

none.

GENERAL BUSINESS

2. [23-1045](#) Informational Presentation and Discussion on the Proposed Community Art Center Project in the Patrick Henry Drive Specific Plan Area
- Noll and Tam Architects (Consultant) presented the Community Arts Center Project scope and timeline to develop the schematic design for the project. The Commission provided feedback.

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.

The Commissioners discussed the Work Plan FY 2023/24. Work Plan has been updated based on the discussion.

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

Concerts: Completed for 2023 and well received by the public. Commission enjoyed the additional food trucks and would like to continue sponsorships. Commission stated that concerts at Live Oak Park have an increased set up.

Concert Series 2024-Four (4) to be held at Central Park and one (1) at Live Oak Park.

Street Dance: 2023 event was a success. Commission liked the food trucks, especially Wetzel Pretzels. 2024 Date: Aug. 2, 2024. Band to be determined. Location to be moved to Franklin St. between Monroe and Lincoln. There would be less residential impact on the residents with the new location.

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

Mechanical Horse: Installation and reception was a success and very well attended. Website and social media will be updated to include the project. The exhibit will also be mentioned in the City Hall News. Santa Clara University is pleased to house the exhibit and are having a Kinetic Art Challenge as a result. There was a request for a Special Order of Business with City Council to publicize the Mechanical Horse. Two (2) photos and website were shared.

Halloween Home Decorating-Awaiting judging rubric. Once theme and rubric are developed, the contest will be launched.

Holiday Home-no changes from last year.

Map-Is up to date. Halloween houses will be added once submitted.

GOAL #3: Raise the visibility of commemorative months.

Artist completed the second set of coloring pages, October through Dec. Three (3) coloring pages were shared.

Commemorative months will be promoted on social media and the website.

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

Marketing and Advertising: Mission College may be interested in cross promotion. Subcommittee will meet and discuss.

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

Partnerships: Waiting to hear back from SV Creates.

Master Plan: Asst. City Manager Bojorquez to attend Nov. meeting. Submit proposal (letter of intent) in writing to **Recreation Manager, Castro**.

GOAL #6: Identify and expand on Arts Education in the City of Santa Clara.

Commissioner McNamara met with the School District in May. Will provide an update in Nov.

STAFF REPORT

Recreation Manager Castro recognized the Commission for their work on the Summer Concerts in the Park Series. The concerts were well received by the community. City is starting a Park Master Plan process which will take approximately twelve (12) to fourteen (14) months to complete. Last Sunset Cinema: Friday, Oct. 7; Parade of Champions: Sat. Oct. 8; Tree Lighting: Dec. 1 and the Winter Activity Guide will be available online on the same day. The Council will recognize Diwali in Nov. with a Special Order of Business.

COMMISSIONERS REPORT

Vice-Chair von Huene attended Burning Man and saw a variety of artwork, including Adrian Landon's latest artwork. His life sized Mechanical Horse is currently displayed at Santa Clara University. She also saw Hadestown at the San Jose Center for the Performing Arts.

Commissioner Marinaro attended the first opera of the season, Romeo and Juliet at Opera San Jose. He also went to a Foo Fighters concert in Tahoe.

Commissioner McNamara has been watching a lot of movies.

Commissioner Garg went on a trip to New York. Went to Central Park and enjoyed the attractions and chess tables.

ADJOURNMENT

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

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

Absent: 1 - Commissioner Sundaram

MEETING DISCLOSURES

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Mechanical Horse Exhibition-Goal 2



Mechanical Horse website-Goal 2

SCU.EDU ADMISSION GIVING OFFICES & SERVICES SCHOOLS & CENTERS Parks & Recreation

and a team of students from multiple departments can easily work together.

Fall 2023 Maker / Innovation Program Competition - The Kinetic Art Challenge

Inspired by the showing of the interactive sculpture, The Mechanical Horse, this challenge invites students to design and fabricate unique, artistic devices that incorporate mechanical motion. These devices should showcase the motion of animals, people, natural objects, characters, and/or man-made objects (abstract art is not within the scope of this challenge). Entries will be evaluated by a panel of judges and \$250 prizes will be awarded to the top entries in the categories of Passive Artistic Devices, Powered Artistic Devices, and Reactive Artistic Devices.

The competition formally started at 5:00 pm on Monday September 25 as part of the opening reception for The Mechanical Horse exhibit, in the North Lobby of SCDI. Participants must register by Friday, October 13 using this [registration link](#).

Competition details and rules are available through the link below.


[Kinetic Art Challenge Fall 2023 Flyer](#).

This web site will post competition news and updates as necessary.

Update #1: The prize for each category has been raised to \$500. Early announcements stated the prizes would be at a \$250 level.

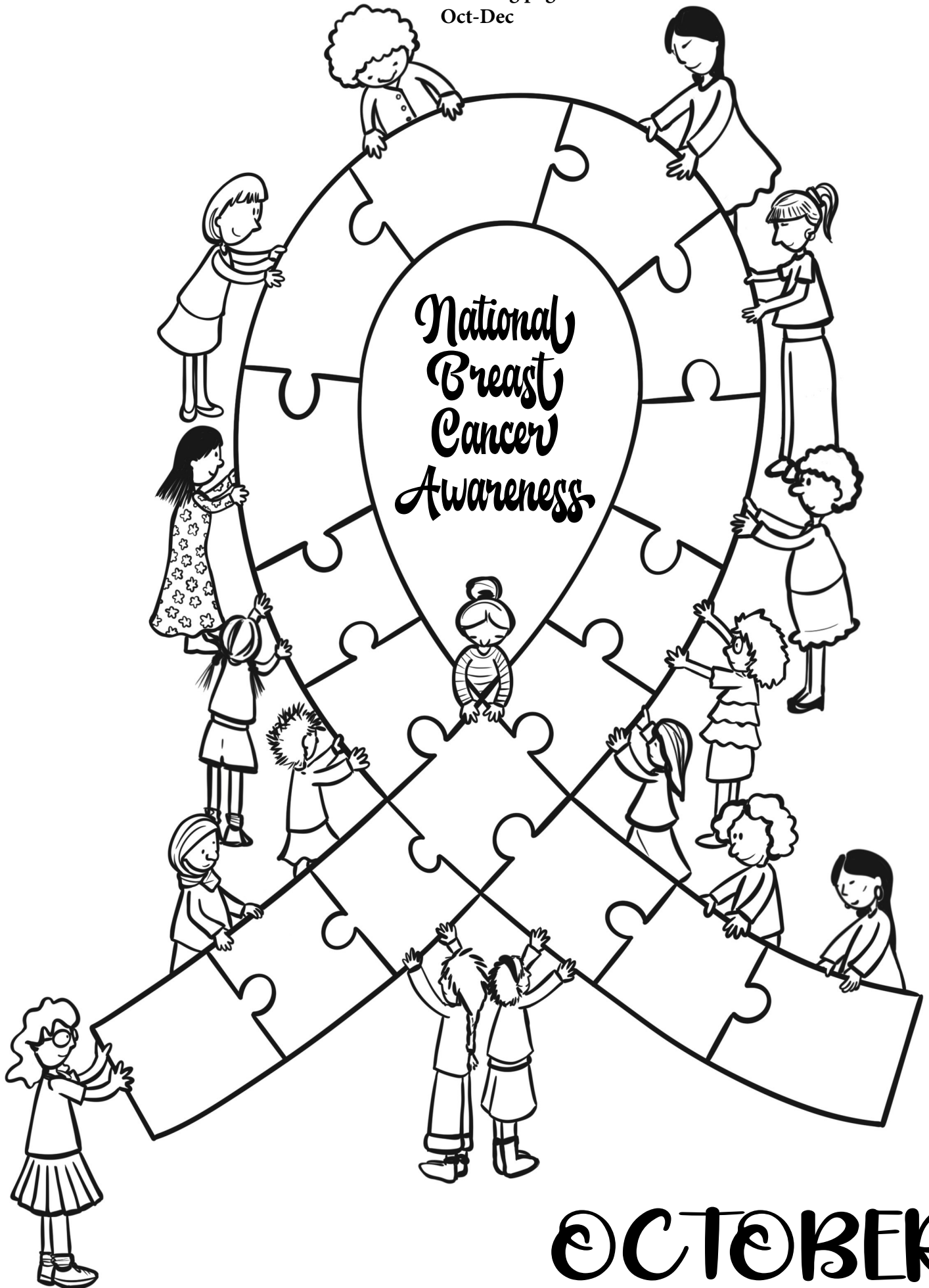
Update #2: The competition guidelines document provides rules and guidance regarding design elements of artistic pieces. It is possible to have one or more of these requirements waived if there is a compelling reason to do so and if the artistic team receives permission for this by the registration deadline. To date, we have granted one specific waiver on the size of the piece given the scope of work by one entrant. For consideration of such waivers, contact Dr. Kitts.

- Engineering computing center
- Frugal Innovation Hub
- Healthcare Innovation and Design
- Latimer Energy Lab
- Maker Lab**
 - About the Maker Lab
 - Maker Lab Team
 - Maker Lab Policies
 - Tools & Equipment
 - Safety Training Videos
 - Project Ideas
 - Request for Course Use
 - Request to be a Supervisor
 - Mobile Maker Lab
- Robotic Systems Lab
- Research



Students making t-shirts at
Maker Club meeting

2023-10-02 20:08:3



OCTOBER

November



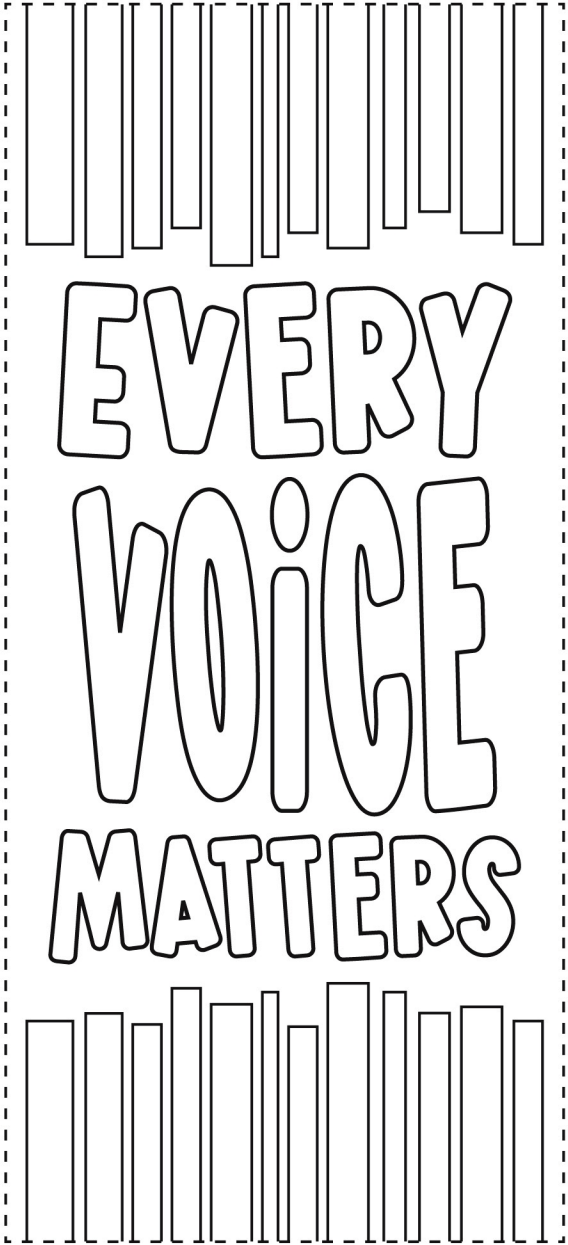
**American
Indian
Heritage
Month**

PRINT, CUT, COLOR, AND PERSONALIZE YOUR BOOKMARKS TO CELEBRATE

NATIONAL HUMAN RIGHTS MONTH



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Agenda Report

23-1299

Agenda Date: 11/6/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Work Plan Goals and Activities for FY 2023/24

COUNCIL PILLAR

Enhance Community Sports, Recreational and Arts Assets
Enhance Community Engagement and Transparency

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 October 2023 Regular Meeting, Commissioners continued to brainstorm 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 projects, and discuss work plan goals and activities for FY 2023/24.

DISCUSSION

At the November 2, 2023 regular meeting the Cultural Commission may discuss, provide updates, prioritize projects, 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: Dale Seale, Acting 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 \$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:

GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.			
Objectives	Ad Hoc Sub-Committee	Timeline & details	Notes & Financials
Plan for summer concerts in FY 2023/24	Samara/Sundaram/Diaz	2023-completed. 5 bands (3 at Central and 2 at Live Oak) 2024 Bands and dates not yet determined. Total of 5 for 2024.4 at Central Park and 1 at Live Oak Park	2023: \$33,000 (\$2800-GFI + \$5000-2 stages) (Need to Add in payroll and supplies) Summer 2024-GFI-4-\$22,400 +2500 (3 Central , 1 Live Oak)
Street Dance	Samara/Garg/Diaz	2023 completed. 2024 band to be determined Aug. 2, 2024	2023 event: \$13,500 allocated Spent-\$15,675 (need to add personnel and supplies)
Plan and Host Friday Night Live Events: 1. Band at the Triton 2. Student Youth Band 3. Korean Event with Parks and Recreation Commission		Search for additional sponsors to host Friday Night Live. 3 Fridays: Feb. March, April.	
Secure sponsors for Cultural Commission special events in FY 2023/2024	All	Application and packages on City website and emailed to Commission. New app will be made for 2024 events including Friday night Live events.	2023-Sponsorship Total \$15,050 (\$8,800 concert; \$6,250 Street Dance)
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 Garg	Sept.25, 2023-Jan 21-2024.	Mechanical horse installation at SCU-Fall 2023 Allocate \$10,000 to support the Mechanical Horse art project at SCU
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 Marinero	FY 23/24 sub-committee will create a theme. Library onboard. Call for artists. Jan/Feb. Install: April	Budget: Pedestals, install costs, award costs (\$2,500) Awards: \$1,000, 500, 250 Balance for Pedestal or installation -\$750
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Marinero Sundaram	Halloween Contest is underway. Deadline for entries is Oct. 27. Holiday Home in Dec.	Six Districts plus Best of the Best. \$900
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	Sundaram Diaz	Artist in contract- 6 of 12 are completed	\$1,200 approved 1/23, for artist commission for new Coloring Book. \$300 Paid for in 22/23.
Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency.	von Huene Marinero	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		On hold. 2022	

Americans for the Arts Conference		was hybrid	
Present regularly to City Council	Chair or Vice Chair	As needed.	Dinner March 5, 2024 Consider a SOB before March. Waiting for a date.
Document process for marketing and advertising of Cultural Commission events	McNamara Marinero	Sub committee will meet.	Mission College may be interested in cross promotion.

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	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 McNamara		Meetings with potential partners (SV Creates) to discuss the work and shared interest. Waiting response.
Develop, promote and implement Citywide Arts Master Plan alongside the City Council	von Huene Marinero McNamara	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. Asst. City Manager to attend Nov. meeting about the next steps.

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	Met with Asst. Superintendent in May. Will work with school district.	