



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, December 4, 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. 23-1397 [Action on Cultural Commission Regular Meeting Minutes of November 6, 2023](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of November 6, 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. 23-1398 [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 (Special Meeting) is on Monday, January 8, 2024 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."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the City of Santa Clara will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The City of Santa Clara will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the City's programs, services, and activities. The City of Santa Clara will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

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Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.



City of Santa Clara

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

Agenda Report

23-1397

Agenda Date: 12/4/2023

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Meeting Minutes of November 6, 2023

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of November 6, 2023

Prepared by: Kimberly Castro, Recreation Manager

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

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting November 6, 2023
2. POST MEETING MATERIAL November 6, 2023



City of Santa Clara

Meeting Minutes

Cultural Commission

11/06/2023

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

Vice Chair von Huene called the meeting to order at 7:03 p.m.

Present 4 - Commissioner Siddarth Sundaram, Vice Chair Debra von Huene, Commissioner Jonathan Marinaro, and Commissioner Neetu Garg

Absent 3 - Commissioner Louis Samara, Chair Candida Diaz, and Commissioner Paul McNamara

A motion was made by Commissioner Marinaro, seconded by Commissioner Sundaram, to excuse Chair Diaz and Commissioner Samara from the meeting.

Aye: 4 - Commissioner Sundaram, Vice Chair von Huene, Commissioner Marinaro, and Commissioner Garg

Excused: 2 - Commissioner Samara, and Chair Diaz

Absent: 1 - Commissioner McNamara

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

A motion was made by Commissioner Marinaro, seconded by Commissioner Garg, that the consent calendar be approved. The motion passed with the following vote:

Aye: 4 - Commissioner Sundaram, Vice Chair von Huene, Commissioner Marinaro, and Commissioner Garg

Excused: 2 - Commissioner Samara, and Chair Diaz

Absent: 1 - Commissioner McNamara

Commissioner McNamara joined the meeting at 7:08 p.m.

Present 5 - Commissioner Siddarth Sundaram, Vice Chair Debra von Huene, Commissioner Jonathan Marinaro, Commissioner Paul McNamara, and Commissioner Neetu Garg

Excused 2 - Commissioner Louis Samara, and Chair Candida Diaz

PUBLIC PRESENTATIONS

None.

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.

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- Concert dates were chosen for 2024. Genres to be discussed by the committee and provided to staff. Commission was pleased with the bands chosen for 2023 and the concerts were well attended.

Street Dance- no updates provided.

Friday Night Live- Working with the Triton on securing the venue.

Sponsors-Commissioner Marinaro will follow up with sponsors. Trying to acquire additional sponsors for the events.

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-The Mechanical Horse was installed on Sept. 25. **Vice Chair von Huene** will attend the upcoming City Council meeting to provide information on the exhibit during public presentations.

Identify available Utility Boxes in the City for Artist Utility Box Program (alternate years with Sculpture Exhibition)-Project is on hold. No updates.

Host Sculpture Exhibition-Theme will be "One World, One Hope". Call for Artists is scheduled for Dec. 15. Submissions close on Feb. 29, 2024. Exhibition will open to the public on April 29, 2024. Additional dates outlined in the Post Meeting Material. Assistance is needed for installation by Building Maintenance.

Host Halloween Home & Holiday Home Decorating Contest and Recognition-11 entries were received for the Halloween Home Decorating Contest. District 5 had no submissions. Same judging criteria will be used for the Holiday Home Decorating which will be launched late November. The addition of the question of what the decorations meant to the applicant, was well received. The Contest will close on Dec.18, judging will occur on Dec. 19 and Commissioners will deliver the signs to the winners on Dec. 20.

Update and maintain City interactive web-based public art map-The map

is updated.

GOAL #3: Raise the visibility of commemorative months.

Update Coloring Book to honor Commemorative Months according to Federal Calendar-Coloring Book is updated through December 2023. January page will be completed next.

Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency-November page was posted on Social Media. December page will be posted in December.

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

Commissioners to attend the Americans for the Arts Conference-Item is currently on hold.

Present regularly to City Council-March 5, 2024 is the Joint Council/Commission Dinner. Commission will present to Council.

Develop, maintain, and grow partnerships and collaborate with external organizations-Commissioner Marinaro met with Mission College. They are interested in partnering/sponsoring events with the Commission. One idea was to possibly host a concert in their quad area, complete with restrooms and lighting. A new Center of Performing Arts will begin construction in early 2024.

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-The developer is no longer coordinating the project. This objective has been removed from the Work Plan.

Develop private/public partnerships to invest and promote the Arts in Santa Clara-Commissioners Marinaro and McNamara attended a luncheon with SV Creates. Nine (9) municipalities were represented. Grant money is available and the Commission is interested in a possible partnership with SV Creates.

Develop, promote, and implement Citywide Arts Master Plan alongside the City Council- Assistant City Manager Cynthia Bojorquez will attend the December Cultural Commission Meeting to discuss the Citywide Arts Master Plan with the Commission.

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-Commissioner McNamara will meet with the Assistant Superintendent of the Santa Clara School District and report back to the Commission.

A motion was made by Commissioner Samara, seconded by Commissioner McNamara to rename Goal 4, Objective #3 to read: Develop, maintain and grow partnerships and collaborate with external organizations.

Aye: 5 - Commissioner Sundaram, Vice Chair von Huene, Commissioner Marinaro, Commissioner McNamara, and Commissioner Garg

Excused: 2 - Commissioner Samara, and Chair Diaz

STAFF REPORT

There was no staff report for this meeting.

COMMISSIONERS REPORT

Commissioner Marinaro attended a music festival in Las Vegas, "When we were young". He enjoyed it very much. He also attended Opera San Jose, The Barber of Seville at the California Theatre.

Commissioner Sundaram attended a community band in Milpitas, "Nature". It was very well executed and he enjoyed it.

Commissioner Garg is enjoying celebrating Diwali, feasting and fasting.

Vice Chair von Huene began rehearsals with the Santa Clara Chorale. Britten Ceremony of Carols will take place on Dec 8 and 10 at Mission Santa Clara. The concert will feature 16 favorite carols from around the world, including Spanish and Old English carols.

Commissioner Mc Namara took a trip to San Diego, Balboa Park and enjoyed live music, including Phantom of the Opera and Thriller. He also attended a Renaissance Fair and plays.

ADJOURNMENT

A motion was made by Commissioner Marinaro, seconded by Commissioner Sundaram, that the meeting be adjourned at 8:07 p.m.

Aye: 5 - Commissioner Sundaram, Vice Chair von Huene, Commissioner Marinaro, Commissioner McNamara, and Commissioner Garg

Excused: 2 - Commissioner Samara, and Chair Diaz

MEETING DISCLOSURES

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2024 Sculpture Exhibition Theme: “One World, One Hope”

The exhibition’s theme is “**One World, One Hope**”. The theme can be interpreted to represent, among other things, a commonality of human yearnings such as peace, nurturing our children and our planet, unity, and regeneration as we all reflect on the state of the world today.

The artist can explore a range of artistic expression, from low-tech installations to contemporary uses of technology, including LED lighting. Incorporation of kinetic or mechanical/interactive elements are encouraged but not required. The artwork is not limited to any specific material or medium and is open to a wide range of artistic styles. The art installation should be a 3-dimensional sculpture no taller than 5 feet, and be able to be mounted on a pedestal that is approximately 3 feet wide by 3 feet deep.

- December 15, 2023: Call for Artists / submissions open
- February 29, 2024: Submissions close
- March 31, 2024: Semifinalists selected and Artists notified.
- April 22-26, 2024: Semifinalist artwork installed at selected locations
- April 29, 2024: Exhibition opens to public / Facebook voting opens
- May 17, 2024: Finalists notified
- June 2024: Special Order of Business at City Council Meeting with winners
- Sept 13, 2024: Exhibition closes
- Sept 16-20, 2024: All artwork uninstalled

ARTIST CALL DETAIL

City of Santa Clara Indoor Sculpture Exhibition
For SF **Bay Area** artists

WHO: City of Santa Clara

WEBSITE: tbd

APPLICATION OPENING: Monday, January 13, 2020

DEADLINE: Friday, February 28, 2020

INTRODUCTION

The City of Santa Clara and its Cultural Commission are pleased to announce an opportunity for artists to create a 3-dimensional artwork for its biennial Indoor Sculpture Exhibition.

THE PROMPT

The exhibition’s theme is “Breaking Free”. Incorporation of kinetic or mechanical/interactive elements are encouraged but not required. The theme can also be interpreted to represent a pilgrimage, epiphany, metamorphosis, liberation, or other passage/journey.

POST MEETING MATERIAL

THE ARTWORK

The artist can explore a range of artistic expression, from low-tech installations to contemporary uses of technology, including interactivity. The artwork is not limited to any specific material or medium and is open to a wide range of artistic styles. The art installation should be a 3-dimensional sculpture no taller than 5 feet, and able to be mounted on a pedestal that is approximately 3 feet wide by 3 feet deep.

ENTRY REQUIREMENTS

- a. High res photograph or sketch at time of entry (minimum of 1 image uploaded at time of entry)
- b. Dimensions that will fit on a 36" x 36" pedestal, and no taller than 60" tall
- c. Limited number of entries per person (three per artist)
- d. Entrants must have their own insurance policy
- e. Artist has the option to privately arrange sale of displayed artwork following the exhibition
- f. Entry submitted via **Google Form** at <http://bit.ly/35xkbv9>
- g. Artist must be 18 years of age or older and live in one of the designated Northern California counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma
- h. Employees or volunteers for the City of Santa Clara may enter, but are not eligible for monetary awards.

LOCATION

The artwork should be designed for installation on a pedestal approximately 3' x 3' (no wall hangings). Selected finalists will be on public display at Santa Clara City Hall or one of its three libraries (Central Park Library, Mission Library, and Northside Branch Library) and other public facilities. Placement will be determined by the judging panel.

PROJECT TIMELINE

- January 13, 2020: SUBMISSIONS OPEN. 12:00pm PST
- February 28, 2020: SUBMISSIONS CLOSE. 11:59pm PST
- March 31, 2020: Semifinalists selected. Artists notified.
- April 20-24, 2020: Semifinalist artwork installed at selected locations
- April 27, 2020: Exhibition opens to public
- May 15, 2020: Finalists notified
- Sept 14, 2020: Exhibition closes
- Sept 17-21, 2020: All artwork uninstalled

SELECTION PROCESS AND PROJECT ELEMENTS OVERVIEW

The Santa Clara Cultural Commission will review submitted proposals to identify projects that fulfill the theme and entry requirements. The proposals that fit the project intent and stated criteria will be shared with a judging panel consisting of a small group of Cultural Commissioners, Triton Museum staff, and may include a

City Councilmember and City Staff. No more than 30 entries will be selected as Semifinalists and invited to participate in the city-wide display.

Once selected as a Semifinalist, the artist will be required to complete an Art Loan and Exhibition Agreement with the City of Santa Clara prior to final acceptance and installation of the artwork. The artist, at his or her own expense, will be responsible for the transportation and delivery of the artwork to and from the installation site and also will undertake the installation and subsequent removal of the artwork. Submitted high-res images of the Semifinalist artwork will also be featured on <http://facebook.com/culturalcommission> where the public will be invited to cast virtual “votes”. This social network score will count as 10% of the judging criteria.

On or before May 15, 2020 the judging panel will inform three (3) Finalists of their selection as First Place, Second Place, and Honorable Mention. The Finalists will be invited to an awards ceremony and recognition event at the next scheduled City Council meeting.

Finalists will be awarded monetary prizes: \$1,000 for first place, \$750 for second place, and \$250 for Honorable Mention. The First Place winner may be featured in future City of Santa Clara Activities Guides, and the image of the artwork may also be featured on the City’s web page, local Channel 15 slide show rotation, future Sculpture Exhibition brochures, and other City branding.

SELECTION CRITERIA

Applicants will be selected based upon the following criteria:

- Appropriateness of content (should be appropriate for all audiences)
- Creativity
- Relevance to the theme
- Social network score

SUBMISSION PROCESS AND REQUIREMENTS

All artists are to submit proposals and attachments through a digital submission application [here](http://bit.ly/35xkbv9) (<http://bit.ly/35xkbv9>).

All submissions must be logged by 11:59pm (PST) on February 28,2020.

APPLICATIONS

- Artwork Title: Describe the name of the artwork to be submitted. Maximum 75 characters.
- Artwork Concept: What are you hoping to express with the manifestation of your artwork? What does the art mean to you and what do you hope to communicate to viewers? Make certain to address how you have incorporated the theme. Maximum 750 characters.

- Artwork Dimensions: Please represent in inches: height x width x depth
- Power (electrical) Requirements, if any: Please indicate if the art requires placement near an electrical outlet, if applicable, and the length of the power cord needed.
- Media: Describe the fabrication of the artwork, its physical elements, and techniques used to produce it.
- Upload – Image #1: At least one high-res photograph or sketch is required.

CONTACT INFORMATION

Any inquiries and questions can be submitted to the Santa Clara Cultural Commission at culturalcommission@santaclaraca.gov

Deadline: 02/28/2020

Contact: Debra von Huene

email: culturalcommission@santaclaraca.gov

Website: tbd





Agenda Report

23-1398

Agenda Date: 12/4/2023

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 November 2023 Regular Meeting, Commissioners continued to share progress for FY 2023/24. 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 may assign subcommittees, prioritize projects, and discuss work plan goals and activities for FY 2023/24.

DISCUSSION

At the December 4, 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).

Cynthia Bojorquez, Assistant City Manager is scheduled to be present to discuss Goal 5 "Prepare for Citywide Master Plan process", including information regarding the Council priority session. Commissioners will ask questions and gain knowledge to proceed with the Citywide Arts Master Plan.

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 Dates – June 14 @ Live Oak Park June 28 @ Central Park July 12 @ Central Park July 26 @ Central Park Aug. 16 @ Central Park David Martin's House Party Orchestra Borinquen Megatonnes-well received for 2023 2024 genres to be determined | 2023: \$33,000 (\$2800-GFI + \$5000-2 stages) (Need to Add in payroll and supplies) Summer 2024- \$10,010 FY 23/24 \$15,105 FY 24/25 Live Oak Stage \$2,500 Payroll \$3,500 |
| 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) FY 24/25 Production: \$8,587 Stage: \$4,000 Payroll: \$3,500 Encroachment: \$1,100 Fire Permit: \$1,000 |
| 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. | FY 23/24 \$3,000 Budgeted |
| Secure sponsors for Cultural Commission special events in FY 2023/2024 | All | 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 “One world, one hope” common human yearning as we reflect on the state of the world.” | Garg von Huene Marinaro | FY 23/24 sub-committee created a theme. Library onboard. Call for artists. Dec. 15. Judging-March 31 Install: April – September S.O. B in June (Refer to Nov. PPM for details) | 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 | Marinaro Sundaram | Halloween Contest ended with 11 entries Holiday Home in Dec. | Six Districts plus Best of the Best. \$900 Notice week of Nov. 27. Deadline:12/18, Judging: 12/19. Signs delivered 12/20. Holiday – a Group Entry that is separate for Best of Best and Districts – for FY 24/25. |
| 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 Americans for the Arts Conference | | On hold FY23/24. 2022 was hybrid | |
| Present regularly to City Council | Chair or Vice Chair | As needed. | Dinner March 5, 2024 Consider a SOB before March. |
| Develop, maintain, and grow partnerships and collaborations with external organizations. | McNamara Marinero | Sub committee will meet. | Mission College may be interested in cross promotion. Work with them on their concert schedule and co-promote – joint release. Outdoor amphitheater ready for concert activation – Building Center for Performing Arts over 300 seats – breaking ground soon and be done in 1 year. Host events/venue for winter there. Cross promotion for arts and sculpture exhibits and have art pads. Interested |

| | | | |
|---|---------------------------------------|---|--|
| | | | in celebrating commemorative months. Cross post social media for events. |
| GOAL #5: Prepare for Citywide Arts Master Plan Process | | | |
| Objectives | Ad Hoc Sub-Committee | Timeline | Current Status & Budget Allocation |
| 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. Commissioners von Huene and McNamara attended a luncheon to develop a countywide network of cultural and arts commissioners. SVCF funded luncheon. |
| 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 Dec. 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 continue to work with School District. | |