



City of Santa Clara

Meeting Agenda

Cultural Commission

Special Meeting

Monday, January 8, 2024

7:00 PM

Hybrid Meeting
Cafeteria - City Hall
Lower Level - 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. 24-1549** [Action on Cultural Commission Regular Meeting Minutes of December 4, 2023](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of December 4, 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. 24-1550** [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, February 5, 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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City of Santa Clara

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

Agenda Report

24-1549

Agenda Date: 1/8/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Meeting Minutes of December 4, 2023

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of December 4, 2023

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Cynthia Bojorquez, Assistant City Manager

ATTACHMENTS

1. Draft - Cultural Commission Meeting Minutes of December 4, 2023



City of Santa Clara

Meeting Minutes

Cultural Commission

12/04/2023

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:

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CALL TO ORDER AND ROLL CALL

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

Present 5 - Commissioner Siddarth Sundaram, Commissioner Louis Samara, Chair Candida Diaz, Commissioner Jonathan Marinaro, and Commissioner Neetu Garg

Absent 2 - Vice Chair Debra von Huene, and Commissioner Paul McNamara

A motion was made by Commissioner Marinaro, seconded by Commissioner Sundaram, to excuse Vice Chair von Huene and Commissioner McNamara from the meeting. The motion passed with the following vote:

Aye: 5 - Commissioner Sundaram, Commissioner Samara, Chair Diaz, Commissioner Marinaro, and Commissioner Garg

Excused: 2 - Vice Chair von Huene, and Commissioner McNamara

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

A motion was made by Commissioner Marinaro, seconded by Commissioner Sundaram, that the consent calendar be approved.

The motion passed with the following vote:

Aye: 5 - Commissioner Sundaram, Commissioner Samara, Chair Diaz, Commissioner Marinaro, and Commissioner Garg

Excused: 2 - Vice Chair von Huene, and Commissioner McNamara

PUBLIC PRESENTATIONS

There were no public presentations.

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.

The Commissioners discussed the Work Plan Goals and Activities for FY 2023/2024. 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- Commissioners will discuss genres and report back to staff.

Street Dance- Aug. 2-No further updates were discussed.

Friday Night Lights- No update was provided.

Sponsorship- Once the 2024 sponsorship package is approved it will be emailed to the Commissioners for distribution.

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

Public Art- No update was provided.

Utility Box Art- No update was provided.

Sculpture Exhibit- Theme was presented to the Commission. The Call for Artist will occur once other details of the project are determined and the judges are secured.

Home Decorating Contest- The Commission wants more engagement and to get the Council involved. Commissioner Marinaro will develop a marketing piece to be put on decorated homes, encouraging the community to participate in the contest.

Public Art Map- This item is ongoing and updated as needed.

GOAL #3: Raise the visibility of commemorative months.

Update Coloring Book to honor Commemorative Months according to Federal Calendar- December coloring page is complete. December is National Human Rights Month. Jan.-March pages are completed.

Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency-December page is posted.

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

Americans for the Arts Conference- This item is on hold and no updates were provided.

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 collaborations with external organizations- The Commission would like to cross promote with Mission College and SV Creates for events and activities.

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

Develop private/public partnerships to invest and promote the Arts in Santa Clara-The Commission has been working on the Arts Master Plan for the past five (5) years. They have met with Mission College and Santa Clara University and would like to meet with large companies as well.

Develop, promote, and implement Citywide Arts Master Plan alongside the City Council. Cynthia Bojorquez, Assistant City Manager, attended the meeting and presented to the Commission. She shared her expertise in the Arts Master Plan from her work in Sunnyvale. She stated that the guiding principles are funding and policies and the project will take a multi-year process. She stated there is a Council priority session Feb .26 and March 11. A Nexus Study will have to be initiated. The Commission will need to identify the steps, stakeholders, staffing, expectations, process and timeline and have clear objectives. The Sub-Committee would like to meet with Assistant City Manager, **Cynthia Bojorquez** to get further information.

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

Identify potential partnerships with schools/local organizations to expand art and art education- No updates were provided for this Goal.

STAFF REPORT

Recreation Manager Castro reported that the dates were given to the sound company for the concerts. Tree Lighting was last week-end and Nutcracker is the following week. She stated the next meeting will be Jan. 8.

COMMISSIONERS REPORT

Commissioner Marinaro reported that he attended the Tree Lighting event and enjoyed it.

Commissioner Samara attended the City CERT 25 hour training. He learned a lot about triage, fire extinguishers, and more.

Commissioner Sundaram just returned from a trip to Australia. He toured Sydney, Melbourne, and Cairns. Melbourne had a concert series while he was there. He spoke with the organizers and has some ideas to implement in Santa Clara. He saw the worlds oldest rain forest and wildlife.

Commissioner Garg attended the Historic Home Tour and enjoyed seeing all the different types of homes and their character. She stated some had antiques and others were more modern.

ADJOURNMENT

A motion was made by Commissioner Marinaro, seconded by Commissioner Samara, that the meeting be adjourned at 7:45 p.m. The motion passed with the following vote:

Aye: 5 - Commissioner Sundaram, Commissioner Samara, Chair Diaz, Commissioner Marinaro, and Commissioner Garg

Excused: 2 - Vice Chair von Huene, and Commissioner McNamara

MEETING DISCLOSURES

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Agenda Report

24-1550

Agenda Date: 1/8/2024

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 December 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 January 8, 2024 special 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: Cynthia Bojorquez, Assistant City Manager

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-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	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	Sept.25, 2023-Jan 21-2024.	Mechanical horse installation at SCU-Fall 2023 Allocate \$10,000 to support the

	Garg		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 Marinero	FY 23/24 sub-committee created a theme. Library onboard. Call for artists. Dec. 15. (On Hold until the Contract is approved) Judges need to be determined, 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	Marinero Sundaram	Halloween Contest ended with 11 entries Holiday Home in Dec. is underway. Commissioner Marinero will make a marketing piece to distribute to decorated homes to increase participation and increase Council	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.

		involvement. Signs are completed.	
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- 9 of 12 are completed (through March)	\$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
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-

			<p>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.</p>
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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 Marinara McNamara		<p>Meetings with potential partners (SV Creates) to discuss the work and shared interest.</p> <p>Commissioners von Huene and McNamara attended a luncheon to develop a countywide network of cultural and arts commissioners. SVCF funded luncheon.</p>
Develop, promote, and implement Citywide Arts Master Plan alongside the City Council	von Huene Marinara McNamara	Commission to advocate @ Council Priority Setting Session	<p>Once made priority, Commission will go back to Council with 030 written petition for the Arts Master Plan. Asst. City Manager attended Dec. meeting about the next steps. She provided information and expertise. Sub-Committee wants to meet with her to receive additional information.</p>

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.	