



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, April 1, 2024

7:00 PM

Hybrid Meeting
Santa Clara Senior Center
Room 205
1303 Fremont Street
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: 98272283531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 24-290** [Action on Cultural Commission Regular Minutes of March 4, 2024](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of March 4, 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. 24-300** [Discussion and Possible 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, May 6, 2024.

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.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the City in an appropriate alternative format. Contact the City Clerk's Office at 1 408-615-2220 with your request for an alternative format copy of the agenda or other written materials.

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

24-290

Agenda Date: 4/1/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Minutes of March 4, 2024

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of March 4, 2024

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Cynthia Bojorquez, Assistant City Manager/Acting Parks & Recreation Director

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting March 4, 2024
2. POST MEETING MATERIAL March 4, 2024



City of Santa Clara

Meeting Minutes

Cultural Commission

03/04/2024

7:00 PM

Hybrid Meeting
Santa Clara Senior Center
Room 205
1303 Fremont Street
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:98272283531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

Chair Diaz called the meeting to order at 7:04 p.m.

- Present** 5 - Commissioner Louis Samara, Vice Chair Debra von Huene, Chair Candida Diaz, Commissioner Jonathan Marinero, and Commissioner Neetu Garg
- Absent** 1 - Commissioner Paul McNamara

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

- Aye:** 3 - Vice Chair von Huene, Commissioner Marinero, and Commissioner Garg
- Nay:** 2 - Commissioner Samara, and Chair Diaz
- Absent:** 1 - Commissioner McNamara

CONSENT CALENDAR

1.A [24-184](#) Action on Cultural Commission Regular Minutes of February 5, 2024

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of February 5, 2024

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

Aye: 5 - Commissioner Samara, Vice Chair von Huene, Chair Diaz, Commissioner Marinaro, and Commissioner Garg

Absent: 1 - Commissioner McNamara

PUBLIC PRESENTATIONS

There were no Public Presentations.

GENERAL BUSINESS

2. [24-192](#) Review and Approve a Draft Presentation of Commission Accomplishments for the Joint Dinner with the City Council on March 19, 2024.

Chair Diaz shared the Draft Presentation of Commission Accomplishments for the Joint Dinner with the City Council on March 19, 2024. The Commissioners listened to the presentation and provided feedback.

A motion was made by Commissioner Marinaro, seconded by Commissioner Samara, that the Draft Presentation of Commission Accomplishments for the Joint Dinner with the City Council on March 19, 2024 be approved. The motion passed with the following vote:

Aye: 5 - Commissioner Samara, Vice Chair von Huene, Chair Diaz, Commissioner Marinaro, and Commissioner Garg

Absent: 1 - Commissioner McNamara

3. [24-183](#) 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 reported the following on the Cultural Commission Work Plan Goals and Activities for FY 2023/24:

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- Commissioner Samara

reported there are no changes with the five (5) Concerts:

June 14 @ Live Oak Park-Houserockers

June 28 @ Central Park-The Peelers

July 12 @ Central Park-The Megatones

July 26 @ Central Park-Orquesta Borinquen

Aug.16 @ Central Park-Pop Fiction

The Committee met to brainstorm with Mission College for using their venue in 2025. The City will cross-promote the concerts with Mission College.

Street Dance- Date: Aug. 2024 with Neon Velvet. City staff walked the proposed site (Franklin St. between Monroe and Madison) for feasibility. Staff will check with the Police Department if they foresee any issues with the proposed new site.

Plan and Host Friday Night Live Events- October will be for Hispanic Heritage month. Triton will provide space. Youth Band is targeted for April 2025 and The Korean Event with the Parks & Recreation Commission will be moved to the 2025 calendar.

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

Street Dance: EdgeCore Digital Infrastructure, CEFCU and Swim Club.

Concerts: EdgeCore Digital Infrastructure.

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-No updates were provided.

Identify available Utility Boxes in the City for Artist Utility Box

Program (alternate years with Sculpture Exhibition)-No updates were provided.

Host Sculpture Exhibition-Eight (8) entries were received by four (4) artists. The Commission discussed that the minimum amount of entries would be sixteen (16) and the contest would be extended three (3) weeks to March 24. The awards have been increased to \$2,500, \$1,500 and \$750. The Commission voted on this item.

Vice Chair von Huene will provide the updated information to be posted on the website and she will email additional people.

Host Halloween Home & Holiday Home Decorating Contest and Recognition-Contests have concluded. No updates provided.

Update and maintain City interactive web-based public art map-The map has been updated.

GOAL #3: Raise the visibility of commemorative months.

Update Coloring Book to honor Commemorative Months according to Federal Calendar- The artist provided the coloring pages (April-June).

Chair Diaz shared the three (3) pages. The Commission would like April to be Jazz and Poetry month. **Chair Diaz** will request the artist revise the April page and add a lamp image to the May page.

Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency-**Vice Chair von Huene** posted the March coloring page.

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

Commissioners to attend the Americans for the Arts Conference-On hold for FY23/24.

Present regularly to City Council-The Commission will present to Council on March 19 at the Joint Dinner. A Draft Presentation was presented at the meeting and minor changes were added and approved.

Develop, maintain, and grow partnerships and collaborations with external organizations-The subcommittee is fostering a relationship with Mission College and collaborating on possible concert sites in 2025. They

will see if someone with Mission College can be a judge for the Art Exhibition with the new dates discussed. The Commission discussed partnerships, parking, and amenities at the campus.

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

Develop, promote, and implement Citywide Arts Master Plan alongside the City Council--Commissioner Marinaro met with **Cynthia Bojorquez, Assistant City Manager/Acting Parks & Recreation Director**, about the Arts Master Plan Process. The Council Priority Sessions are in March and April. He encouraged everyone to attend. The Commission will review other Arts Master Plans and see what they like about their plans and what are priorities for 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--Vice Chair von Huene met with Jessica Friedman from Santa Clara Unified School District. She is interested in partnering with the Commission. **Chair Diaz** will be reaching out regarding the Utility Box Art Project to see if the Commission can work together on this project.

A motion was made by Vice Chair von Huene, seconded by Commissioner Samara, to extend the Sculpture Exhibition deadline by three (3) weeks, to increase the Award amounts, and agree to a minimum of 16 entries. The motion passed with the following vote:

Aye: 5 - Commissioner Samara, Vice Chair von Huene, Chair Diaz, Commissioner Marinaro, and Commissioner Garg

Absent: 1 - Commissioner McNamara

STAFF REPORT

Recreation Manager Castro attended the Santa Clara Unified School District Arts in Education Breakfast with Commissioners Garg and McNamara. A variety of entities that prioritize art were represented.

COMMISSIONERS REPORT

The following commissioners provided reports:

Vice Chair von Huene went to Houston Texas on a work trip and attended a rodeo. She also saw several murals and art in Houston and Austin. She is also a member of the Santa Clara Chorale and they sang the National Anthem at a Barracuda hockey game Sat. March 2.

Chair Diaz reported that Santa Clara Westside Little League is looking for someone to sing the National Anthem on Sat. March 9, at 9 a.m. at their opening ceremony.

Commissioner Garg reported that she also attended the Santa Clara Unified School District, Arts in Education Breakfast for the table discussion. She has been brainstorming how we can work with the School District through the Utility Box Project.

Commissioner Marinaro reported he went to a Ciaran Mac Gowan Irish concert. He was able to see his last concert before he returns to Ireland.

ADJOURNMENT

A motion was made by Commissioner Marinaro, seconded by Vice Chair von Huene, that the meeting be adjourned at 8:29 p.m. The motion passed with the following vote:

Aye: 5 - Commissioner Samara, Vice Chair von Huene, Chair Diaz, Commissioner Marinaro, and Commissioner Garg

Absent: 1 - Commissioner McNamara

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.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the City in an appropriate alternative format. Contact the City Clerk's Office at 1 408-615-2220 with your request for an alternative format copy of the agenda or other written materials.

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.

March 4, 2024

#24-192

Joint City Council & Cultural Commission Meeting

Item #24-1429
March 19, 2024



**City of
Santa Clara**

The Center of What's Possible

POST MEETING MATERIAL



Agenda

- Welcome – Mayor Lisa M. Gillmor
- Introductions – Mayor & Council, Commissioners, City Staff
- Report on Accomplishments – Cultural Commission
- Brief Update – City Manager Jōvan D. Grogan
 - 2024 Council Priority Setting Process



2023 Accomplishments



**Concerts
in the Park**

David Martin House Party
June 9 | Central Park

The Fog City Swampers
June 23 | Live Oak Park

Neon Velvet
July 21 | Central Park

Orquesta Borinquen
Aug. 18 | Central Park

The Megatones
Sept. 29 | Live Oak Park

City of
Santa Clara
The Center of What's Possible



Cultural Commission's

STREET DANCE

PRESENTED BY  SILICON VALLEY POWER
CITY OF SANTA CLARA



Featuring: Pop Rocks

FRIDAY, AUG. 4 | 6-9:30 P.M. | 1100-1300 FRANKLIN SQUARE

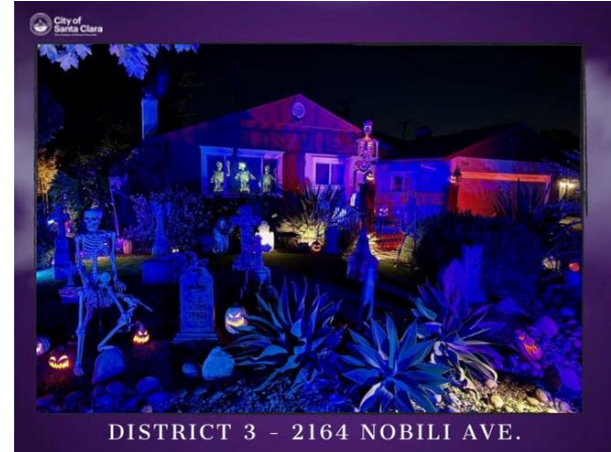
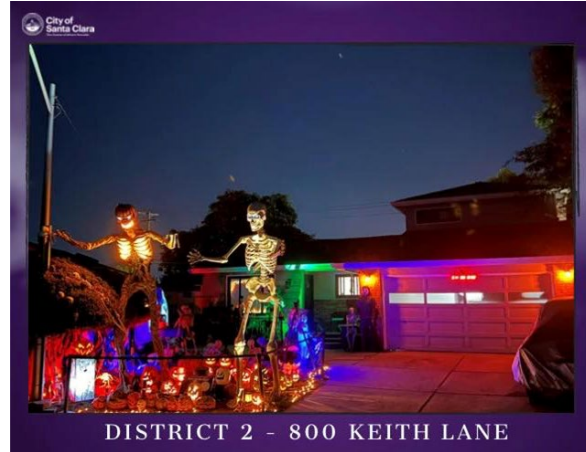
 **City of
Santa Clara**
The Center of What's Possible

SantaClaraCA.gov/StreetDance





Home Decorating Contest - Halloween 2023





Home Decorating Contest - Halloween 2023



DISTRICT 4 - 875 PEPPER TREE LANE



DISTRICT 6 - 221 DOUGLANE AVE.

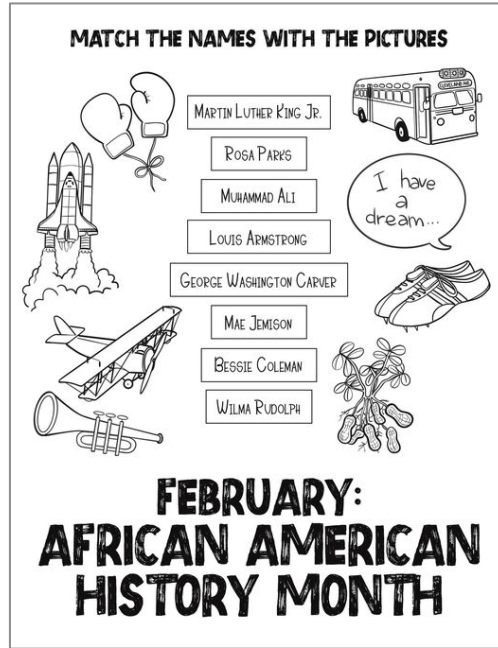
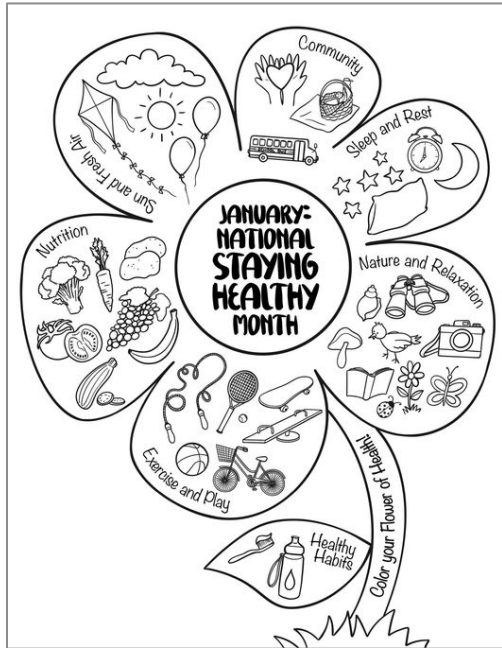


Home Decorating Contest - Halloween 2023





Commemorative Coloring Pages





Home Decorating Contest - Holiday 2023



District 1 - 4292 Burdick Lane



District 2 - 2133 Hoover Court



District 3 - 3031 Santa Maria Ave.



Home Decorating Contest - Holiday 2023



District 4 - 960 Capitola Way



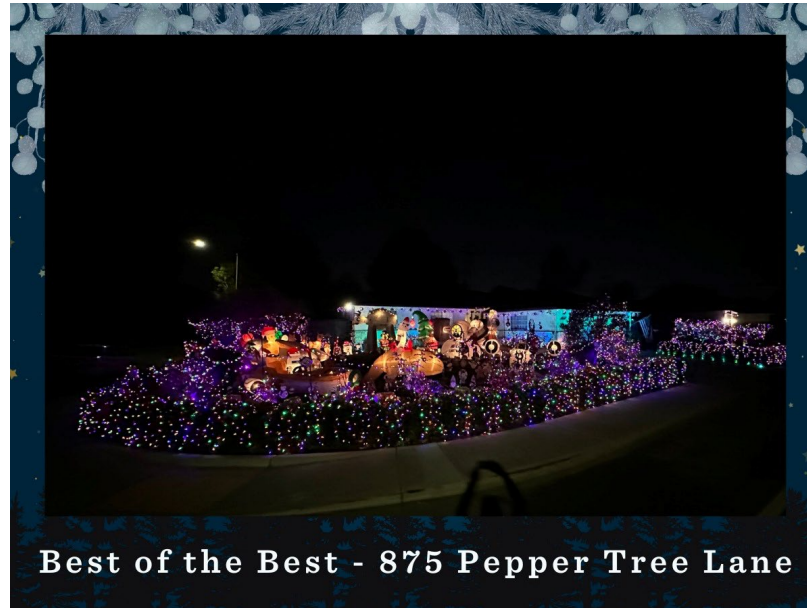
District 5 - 1210 Lincoln St.



District 6 - 345 Sloat Court



Home Decorating Contest - Holiday 2023



Best of the Best - 875 Pepper Tree Lane



Temporary Art Installation

The Mechanical Horse
By Artist Adrian Landon

Collaboration with Santa Clara
University: Sept. 23 – Jan. 24





Happening Now

Sculpture Exhibition 2024

Theme: “One World, One Hope”

- **April:** Up to 25 Artists Artwork installed at designated locations
- **May:** Exhibition opens to public & public online voting opens
- **June:** All Artists invited to reception and first, second and third place winners will be announced





Looking Forward - 2024 Concert Series

Live Oak Park:

Friday, June 14

The Houserockers, Rock & Roll Party

Central Park:

Friday, June 28

The Peelers, Modern

Friday, July 12

The Megatones, 80s & 90s Dance Party

Friday, July 26

Orquesta Borinquen, Latin

Friday, August 16

Pop Fiction, Ultimate Dance Party



2024 Street Dance Featuring Neon Velvet

**Street Dance on Franklin Street
Friday, Aug. 2 from 6-9:30 p.m.**

Join us for another year of music, food, dancing and
community!



Future Projects

- Friday Night Live Series Fall 2024
- Utility Box Art Program in 2025
- Support for Citywide Arts Master Plan
- In discussion with Mission College for potential event collaboration

Joint City Council & Cultural Commission Meeting



**City of
Santa Clara**
The Center of What's Possible



Approved 2024 Council Priority Setting Framework

March 2024

- Community Survey

March – April 2024

- Council Priority Setting Process

May - June 2024

- CBC Annual Budget Setting Process

Joint City Council & Cultural Commission Meeting



**City of
Santa Clara**

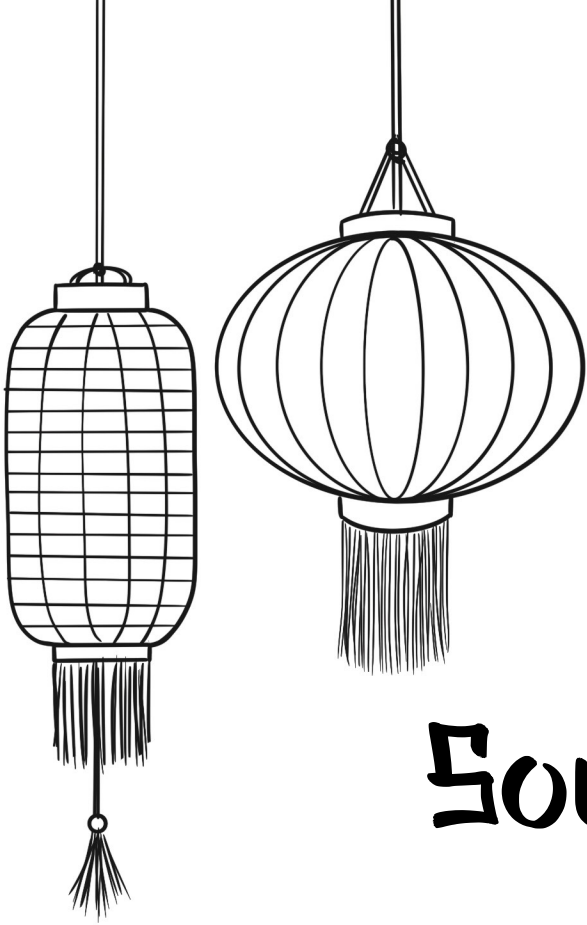
The Center of What's Possible

POST MEETING MATERIAL P19 of 19

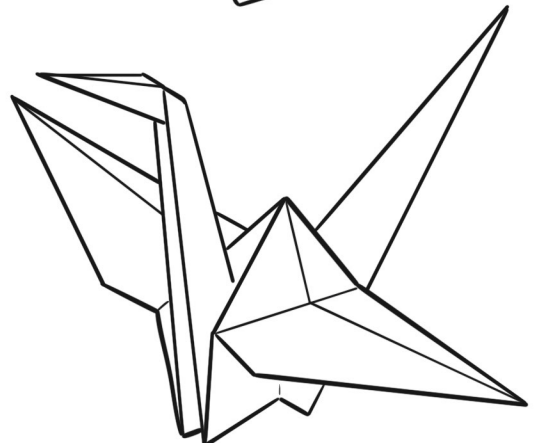
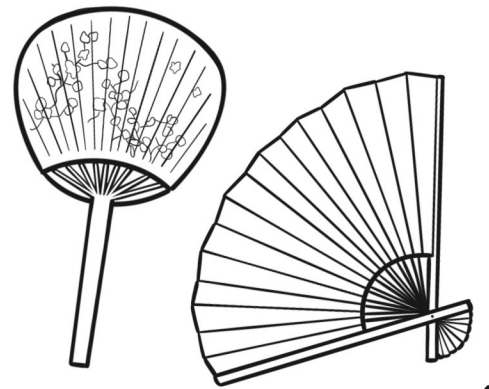
APRIL

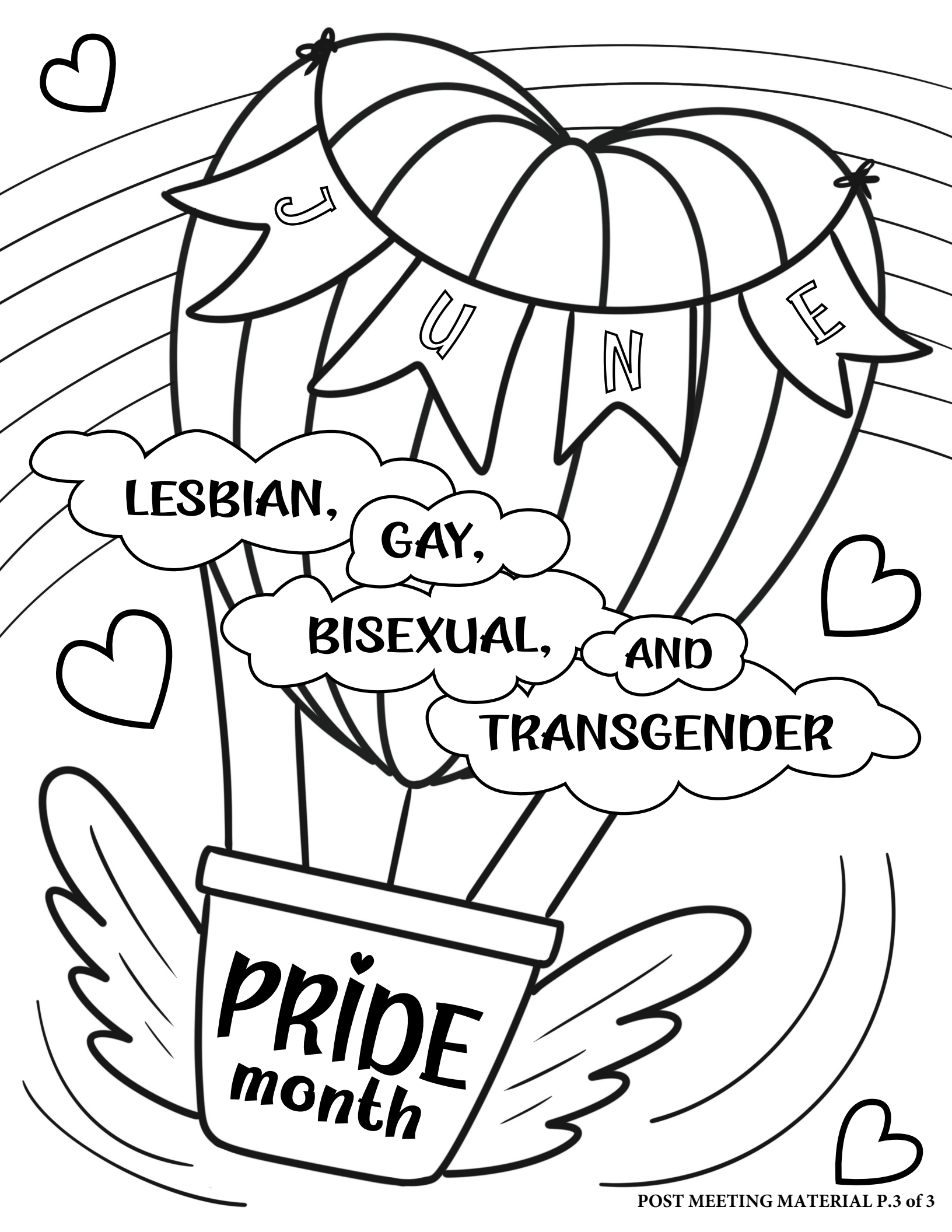
awareness month

May:



South Asian
and
Asian Pacific
Heritage
Month





LESBIAN,

GAY,

BISEXUAL,

AND

TRANSGENDER

PRIDE
month



Agenda Report

24-300

Agenda Date: 4/1/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Possible 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 March 2024 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 April 1, 2024, 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>](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/Acting Parks & Recreation Director

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/Diaz	2023-completed. 5 bands (3 at Central and 2 at Live Oak) 2024-5 Concerts (4 at Central and 1 at Live Oak June 14 @ Live Oak-Houserockers June 28 @ Central Park-The Peelers July 12 @ Central Park-The Megatones July 26 @ Central Park-Orquesta Borinquen Aug. 16 @ Central Park-Pop Fiction	2023: \$33,000 (\$28,000-GFI + \$5000-2 stages) (Need to Add in payroll and supplies) Summer 2024-\$30,500 (GFI-\$28,000 +2500-1 stage) Dates sent to Mission College for co-collaboration and cross marketing.
Street Dance	Samara/Garg/Diaz	2023 completed. Aug. 2, 2024 Band-Neon Velvet-potential new site. Staff walked route. Will share new site with PD	2023 event: \$13,500 allocated Spent-\$15,675 (need to add personnel and supplies)
Plan and Host Friday Night Live Events:	Samara	Search for additional sponsors to host Friday Night Live October: Hispanic Heritage Month	Triton can provide space and will start sharing dates and genres. Youth Band targeted in April 2025. Korean Event with Parks & Recreation Commission will be moved to 2025.
Secure sponsors for Cultural Commission special events in FY 2023/2024	All	New Sponsor Package is available for 2024 events and sent to commissioners for Concert and Street Dance	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. Project completed. Inspired STEAM Challenge with students. Display -Jan 24	Mechanical horse installation at SCU-Fall 2023 Allocate \$10,000 to support the Mechanical Horse art project at SCU-Discuss the Pegasus at Triton Museum (sponsorship and logistics). Completed.
Identify available Utility Boxes in the City for Artist Utility Box Program (alternate years with Sculpture Exhibition)		On hold FY 23/24	Artists have been inquiring about the Utility Boxes. Other Cities pay artists more to participate. Possible collaboration with SCUSD
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. March. (Staff approved Contract) Judges need to be determined. 8 entries received. Need min. of 16. Extended to March 24 Install: May Artist Reception in June	Budget: Pedestals, install costs, award costs (\$2,500) Awards: \$2,500, \$1,500, \$750 (increase approved at March 4 meeting) Balance for Pedestal or installation -\$750
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Marinaro	Halloween Contest ended with 11 entries Holiday Home in Dec. ended. Commissioner Marinaro made a marketing piece to distribute to decorated homes to	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. Holiday Home decorating

		increase participation and increase Council involvement. Signs and contests are completed.	Contest received 22 entries.
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	Diaz	Artist in contract- 12 of 12 are completed (through June) April and May pages will be revised by the artist	\$1,200 approved 1/23, for artist commission for new Coloring Book. \$300 Paid for in FY 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 19, 2024 Draft presentation approved by Commission @ March meeting

Develop, maintain, and grow partnerships and collaborations with external organizations.	McNamara Marinara	Subcommittee will meet.	Mission College is interested in cross promotion. Meetings with the President on Concert Collaboration. New facilities coming online and invite to be a Sculpture Exhibit judge (with new judging date).
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		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 Marinara McNamara	Commission to advocate @ Council Priority Setting Session in March/April. Target date for July	Asst. City Manager/Acting Parks & Recreation Director attended Dec. meeting about the next steps. She provided information and expertise. Subcommittee met with her to receive additional information.
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	Two (2) Commissioners attended the SCUSD Arts in Education Breakfast.	Chair Diaz will see if the School District is interested in partnering with the Commission on the Utility Box Art Project.