



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

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Monday, May 6, 2024

7:00 PM

Hybrid Meeting  
Santa Clara Senior Center  
Room 205  
1303 Fremont Street  
Santa Clara, CA 95050

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The City of Santa Clara is conducting the Cultural Commission meeting in a hybrid manner (in-person and a method for the public to participate remotely).

ViaZoom:

<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. **24-381** [Action on Cultural Commission Regular Minutes of April 1, 2024](#)

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of April 1, 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. **24-380** [Discussion on Progress Made Towards the Cultural Commission's Work Plan Goals and Activities for FY 2023/24](#)

#### **STAFF REPORT**

#### **COMMISSIONERS REPORT**

#### **ADJOURNMENT**

The next scheduled meeting is on Monday, June 3, 2024, at 7:00 PM.

#### **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

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24-381

Agenda Date: 5/6/2024

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### **REPORT TO CULTURAL COMMISSION**

#### **SUBJECT**

Action on Cultural Commission Regular Minutes of April 1, 2024

#### **RECOMMENDATION**

Approve the Cultural Commission Regular Meeting Minutes of April 1, 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 April 1, 2024



# City of Santa Clara

## Meeting Minutes

### Cultural Commission

04/01/2024

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 7:03 p.m. She reported that April is Jazz Appreciation and National Poetry Month.

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

#### **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

**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

#### **PUBLIC PRESENTATIONS**

There were no public presentations.

#### **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.

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 was no update to the following schedule: There will be five (5) Concerts- Four (4) at Central Park and one (1) at Live Oak Park:  
June 14 @ Live Oak Park-Houserockers  
June 28 @ Central Park-The Peelers  
July 12 @ Central Park-The Megatonnes  
July 26 @ Central Park-Orquesta Borinquen  
Aug.16 @ Central Park-Pop Ficton

**Street Dance-** Date: Aug. 2, 2024. Chosen band is Neon Velvet. Staff will ask the Police Dept. about possible closure of Monroe St. for easy access to Franklin Square.

**Plan and Host Friday Night Live Events-** No update.

**Secure sponsors for Cultural Commission special events in FY 2023/24-** The Sponsorship Packet is completed and posted on the City's website. Commissioners are encouraged to email the packet to companies. CEFCU, Swim Club, EdgeCore Digital, and Parade of Champions are secured. Monetary amounts are in the Work Plan.

**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 Commission is requesting a funding allocation for Temporary Art. Commissioners discussed a recommendation for artist Adrian Landon's giant Metal Sculpture, a Mechanical Pegasus to be placed at the Triton Museum. Staff will add it to the agenda next month and check with the City Attorney.

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

**Host Sculpture Exhibition-** The Call for Artists was extended and twenty (20) submissions were received. Five (5) judges will judge the submissions on April 5. Artists will be notified April 21, and art will be displayed on May 21.

**Host Halloween Home & Holiday Home Decorating Contest and Recognition-** Commissioners discussed that City Council wants to have the winners present at a City Council Meeting. Group entries were discussed for the 2024 contests, in addition to individual entries by District and Best of the Best Awards.

**Update and maintain City interactive web-based public art map-** No updates.

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

**Update Coloring Book to honor Commemorative Months according to Federal Calendar-** Twelve (12) of twelve (12) pages have been completed. Commissioners discussed recycling the current pages and allocating the funds to another event.

**Promote monthly commemorative months through social media and special events to raise awareness and cultural competency-** Vice Chair von Huene posted the April Coloring Book 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 FY 2023/24. April is National Arts Month. Commissioners may wish to participate in 2025 California for the Arts.

**Present regularly to City Council-** The Commission presented to City Council on March 19 at the Joint Dinner.

**Develop, maintain, and grow partnerships and collaborations with external organizations-**No updates.

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

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

**Develop, promote, and implement Citywide Arts Master Plan**

**alongside the City Council-** The Next Council Goal Setting Session is on April 3. The Master Plan was presented and City Council will determine if it is a priority.

**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 met with staff from the Santa Clara Unified School District. Prop 228 is for new programs in the arts. He is waiting for the outcome of the arts audit. He will provide an update in May.

**STAFF REPORT**

**Recreation Manager, Castro** mentioned that April 3 is the next Council Priority Setting Session. City of Milpitas is starting their Arts Master Plan. She attended a Municipal Liaison Meeting hosted by SV Creates last week. They will host a meeting for commissioners next. She mentioned that **Recreation Supervisor, Susan Diate** is retiring in May.

**COMMISSIONERS REPORT**

**Vice Chair von Huene** attended a Creative Writing Workshop through Esalen Institute in Big Sur. The Workshop ended early as everyone was evacuated due to the "Slip Out" Southbound Highway 1 (parts of the highway crumbled and fell off the cliff). She enjoyed the workshop and benefited from it.

**Commissioner Garg** spoke to someone from Sewa International at one of their events. They would like to partner with Commission in 2025. She is interested in adding it to the Work Plan.

**Commissioner Marinaro** went to several galleries in San Jose to inform them of the upcoming Sculpture Exhibition. He recommended Commissioners view art at the Kaleid Gallery or the SJ Opera. He mentioned there are a lot of venues that feature Jazz music.

**Commissioner McNamara** mentioned the Silicon Valley Open Studios is in May. He encouraged the Commission to attend. He discovered a website: Google Arts & Culture for virtual exhibitions or watercolor, photography, etc.

**ADJOURNMENT**

**A motion was made by Commissioner Marinaro, seconded by Commissioner McNamara, that the meeting be adjourned at 7:55 p.m. The motion passed with the following vote:**

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

**MEETING DISCLOSURES**



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## Agenda Report

24-380

Agenda Date: 5/6/2024

### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Discussion on Progress Made Towards the Cultural Commission's 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. During the FY, the Commission may regularly discuss, provide updates, assign subcommittees, and prioritize projects related to these goals.

At the April 2024 Regular Meeting, Commissioners continued to share progress for FY 2023/24 related to the Commission-adopted 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.

#### DISCUSSION

At the May 6, 2024 meeting the Cultural Commission may discuss, provide updates, and prioritize projects on the FY 2023/24 activities noted in the attached Work Plan (Attachment 1). Any item that will require formal approval by the Commission will be placed on a future agenda as a separate item for consideration.

#### 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>](mailto:clerk@santaclaraca.gov).

**RECOMMENDATION**

Discuss the Cultural Commission's 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. Increase 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 budget allocated for Commission activities is \$56,000. 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 as follows:

| <b>GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.</b> |                             |                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Objectives</b>                                                                                                              | <b>Ad Hoc Sub-Committee</b> | <b>Timeline &amp; details</b>                                                                                                                                                                                                                                                                                       | <b>Notes &amp; Financials</b>                                                                                                                                                                                                 |
| Plan for summer concerts in FY 2023/24                                                                                         | Samara/Diaz                 | 2023-completed. 5 bands (3 at Central and 2 at Live Oak)<br><br>2024-5 Concerts (4 at Central and 1 at Live Oak<br>June 14 @ Live Oak-Houserockers<br>June 28 @ Central Park-The Peelers<br>July 12 @ Central Park-The Megatones<br>July 26 @ Central Park-Orquesta Borinquen<br>Aug. 16 @ Central Park-Pop Fiction | Summer 2024-\$30,500 (GFI-\$28,000 + \$2,500-1 stage)<br><br>Dates sent to Mission College for co-collaboration and promotion                                                                                                 |
| Street Dance                                                                                                                   | Samara/Garg/Diaz            | 2023 completed.<br><br>Aug. 2, 2024<br>Band-Neon Velvet-potential new site. Staff walked route. Will share new site with PD and inquire about closing Monroe St.                                                                                                                                                    |                                                                                                                                                                                                                               |
| Plan and Host Friday Night Live Events:                                                                                        | Samara                      | Search for additional sponsors to host Friday Night Live<br>October: Hispanic Heritage Month                                                                                                                                                                                                                        | Triton can provide space and will start sharing dates and genres. 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                                                                                                                                                                                                             | <b>2024-Sponsorship</b><br><b>Street Dance:</b><br>CEFCU-\$500<br>Swim Club-\$250<br>EdgeCore Digital-\$5,000<br>Parade of Champions-\$250<br>Patelco-\$250<br>Total: \$6,250<br><b>Concerts:</b><br>EdgeCore Digital-\$5,000 |

| <b>GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.</b> |                               |                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Objectives</b>                                                                                                                            | <b>Ad Hoc Sub-Committee</b>   | <b>Timeline</b>                                                                                                                                                            | <b>Current Status &amp; Budget Allocation</b>                                                                                                                                                                                                                                                                                                                                                |
| Advise and recommend public art to City Council                                                                                              | von Huene<br>Garg             | Sept.25, 2023-<br>Jan 21-2024.<br>Project completed.                                                                                                                       | Mechanical horse installation at SCU-Fall 2023 Allocate \$10,000 to support the Mechanical Horse art project at SCU Completed.<br><br>Inspired STEAM Challenge with students.<br><br>Staff will work with internal departments to identify process for bringing forward a proposal to identify funding for an additional temporary art installation and place on a future Commission agenda. |
| Identify available Utility Boxes in the City for Artist Utility Box Program (alternate years with Sculpture Exhibition)                      |                               | On hold 2023/24                                                                                                                                                            | Artists have been inquiring about the Utility Boxes. Other Cities pay artists more to participate. Possible collaboration with SCUSD.                                                                                                                                                                                                                                                        |
| Host Sculpture Exhibition<br><br>"One world, one hope" common human yearning as we reflect on the state of the world."                       | Garg<br>von Huene<br>Marinero | FY 2023/24 sub-committee created a theme. Call for artists. March.<br><br>20 entries received, Judging in April<br><br>Installation in May<br><br>Artist Reception in June | Budget: Pedestals, install costs, award costs (\$2,500)<br><br>Awards: \$2,500, \$1,500, \$750 (increase approved at March 4 meeting)<br><br>Balance for Pedestal or installation -\$750                                                                                                                                                                                                     |

|                                                                                                                          |                             |                                            |                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Host Halloween Home & Holiday Home Decorating Contest and Recognition                                                    | Marinaro                    | Completed FY 2023/24.                      | 2024 Contest dates to be determined. Idea to add a Group Category and have winners recognized at a City Council Meeting. |
| Update and maintain City interactive web-based public art map                                                            | Diaz                        | Ongoing                                    | Up to date                                                                                                               |
| <b>GOAL #3: Raise the visibility of commemorative months.</b>                                                            |                             |                                            |                                                                                                                          |
| <b>Objectives</b>                                                                                                        | <b>Ad Hoc Sub-Committee</b> | <b>Timeline</b>                            | <b>Current Status &amp; Budget Allocation</b>                                                                            |
| Update Coloring Book to honor Commemorative Months according to Federal Calendar                                         | Diaz                        | Artist in contract- 12 of 12 are completed | \$1,200 approved 1/23 for artist commission for new Coloring Book.<br>Recycle the Coloring Book for 2025.                |
| Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency. | von Huene<br>Marinaro       | Ongoing                                    |                                                                                                                          |
| <b>GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.</b>     |                             |                                            |                                                                                                                          |
| <b>Objectives</b>                                                                                                        | <b>Ad Hoc Sub-Committee</b> | <b>Timeline</b>                            | <b>Current Status &amp; Budget Allocation</b>                                                                            |
| Commissioners to attend the Americans for the Arts Conference                                                            |                             | On hold FY2023/24.<br>2022 was hybrid      | Consider: California for the Arts in 2024/25.                                                                            |
| Present regularly to City Council                                                                                        | Chair or<br>Vice Chair      | As needed.                                 | Dinner March 19, 2024-<br>Completed.                                                                                     |
| Develop, maintain, and grow partnerships and collaborations with external organizations.                                 | McNamara<br>Marinaro        | Subcommittee will meet.                    | Mission College is interested in cross promotion.<br><br>Meetings with the President on Concert Collaboration.           |
| <b>GOAL #5: Prepare for Citywide Arts Master Plan Process.</b>                                                           |                             |                                            |                                                                                                                          |



| <b>Objectives</b>                                                                                 | <b>Ad Hoc Sub-Committee</b>           | <b>Timeline</b>                                                                                | <b>Current Status &amp; Budget Allocation</b>                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Develop private/public partnerships to invest and promote the Arts in Santa Clara                 | von Huene<br>Marinaro<br><br>McNamara |                                                                                                | Meetings with potential partners (SV Creates) to discuss the work and shared interest.<br><br>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<br>Marinaro<br><br>McNamara | Commission to advocate @ Council Priority Setting Session in March/April. Target date for July | Asst. City Manager/Acting Parks & Recreation Director provided information and expertise. Subcommittee met with her to receive additional information. Waiting for results of Council Priority Setting Sessions.                                 |
| <b>GOAL #6: Identify and expand on Arts Education in the City of Santa Clara.</b>                 |                                       |                                                                                                |                                                                                                                                                                                                                                                  |
| <b>Objectives</b>                                                                                 | <b>Ad Hoc Sub-Committee</b>           | <b>Timeline</b>                                                                                | <b>Current Status &amp; Budget Allocation</b>                                                                                                                                                                                                    |
| Identify potential partnerships with schools/local organizations to expand arts and art education | 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. Commissioner McNamara is meeting with the SCUSD regarding the Arts Audit.                                             |