



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 Megatones
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

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