



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, June 3, 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).

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. **24-498** [Action on Cultural Commission Regular Minutes of May 6, 2024](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of May 6, 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. **24-495** [Discussion on Progress Made Towards the Cultural Commission's Work Plan Goals and Activities for FY 2023/24](#)

Recommendation: Discuss the Cultural Commission's Work Plan Goals and Activities for FY 2023/24.

3. **24-503** [Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2024/25](#)

Recommendation: Develop and recommend Cultural Commission Work Plan Goals and Activities for FY 2024/25.

4. **24-499** [Election of a Chair and Vice Chair of the Cultural Commission for FY 2024/25](#)

Recommendation: Elect a Chair and a Vice Chair for FY 2024/25.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, July 1, 2024 at 7:00 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."

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City of Santa Clara

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

Agenda Report

24-498

Agenda Date: 6/3/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Minutes of May 6, 2024

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of May 6, 2024

Prepared by: Kimberly Castro, Recreation Manager

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

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting May 6, 2024



City of Santa Clara

Meeting Minutes

Cultural Commission

05/06/2024

7:00 PM

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

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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 Marinaro, and Commissioner Neetu Garg

Absent 1 - Commissioner Paul McNamara

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

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

Two members of the public presented at the meeting:

Kaushal Varshney spoke in favor of an event in Santa Clara celebrating Diwali (Multicultural Festival) at Central Park and the Community Recreation Center. Proposed date is October 19-20, 2024. The event will feature food, entertainment and booths. They are requesting permission to host the event and event space.

Ashish Garg also spoke in favor of an event in Santa Clara celebrating Diwali. He mentioned that the City of Sunnyvale sponsors the event and would like the City of Santa Clara to do something similar.

Commissioners will continue to discuss this event during the Work Plan FY 2024/25.

GENERAL BUSINESS

2. [24-380](#) Discussion on Progress Made Towards the Cultural Commission's 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 Fiction

Street Dance- Date: Aug. 2, 2024. **Recreation Manager Castro** met with Public Works-Traffic Engineering regarding closing Monroe St. They suggested to keep Monroe Street open. The subcommittee will visit the businesses and inform them of the event and secure their contacts.

Plan and Host Friday Night Live Events- There was no update on this topic.

Secure sponsors for Cultural Commission special events in FY 2023/2024- The sponsors for the Street Dance and the Concerts are outlined in the Work Plan. **Chair Diaz** invited the commissioners to share the sponsorship packet with businesses or organizations.

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 subcommittee will meet on May 16 and report to the Commission in June.

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

Host Sculpture Exhibition- Judges met and selected ten (10)

semifinalists. One (1) artist withdrew their application, making a total of nine (9). Artist applications have been sent out and there are many questions from the artists about insurance. **Recreation Manager Castro** is checking with the City Attorney's Office to clarify the requirements. Installation may occur once the contracting process is completed. Vice Chair von Huene will contact the Triton Museum to secure a date for the June reception.

Host Halloween Home & Holiday Home Decorating Contest and Recognition- The sub-committee will determine the dates of the contests and report at the June meeting.

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- No updates.

Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency- Vice Chair von Huene posted the May Coloring Book Page on social media.

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

Commissioners to attend the Americans for the Arts Conference- No update.

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

Develop, maintain, and grow partnerships and collaborations with external organizations-The Commissioners discussed the proposed Diwali event. **Commissioner Garg** will follow up with community members **Kaushal Varshney** and **Ashish Garg** for an event proposal/PowerPoint slides and encourage them to apply for a community grant.

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

Develop private/public partnerships to invest and promote the Arts

in Santa Clara- The item is on hold so the subcommittee can focus on the Arts Master Plan.

Develop, promote, and implement Citywide Arts Master Plan alongside the City Council- The subcommittee met twice this month to outline their priorities. The sub-committee will present the Arts Master Plan Proposal to the Commission at the June meeting prior to sending it to **Cynthia Bojorquez, Assistant City Manager/Acting Parks & Recreation Director.**

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 Marinaro** reported that **Commissioner McNamara** added goals on this item to the Citywide Arts Master Plan.

STAFF REPORT

Recreation Manager Castro reported that at the June meeting the Commission will vote for a new Chair and Vice Chair and the new chair will lead the July meeting. The Commission will also begin brainstorming goals and activities for FY 2024/25. Four (4) applications have been received for the vacant position on the Cultural Commission. She also mentioned that the staff liaison and Recreation Supervisor, Susan Diatte, will be retiring on May 17. The Commission thanked her for her service.

COMMISSIONERS REPORT

Commissioner Marinaro saw Florence and the Amazons--the last San Jose Opera of the season. He took a trip to Napa and also went to see a band play.

Vice Chair von Huene reported that the Santa Clara Chorale has their final concert of the season on May 11 at the Santa Clara Mission, and will be joined by Santa Clara University. She encouraged the Commission to attend.

Chair Diaz went to a conference in Seattle, Washington and saw the Space Needle. She enjoyed all the artwork around the City and was inspired by it.

ADJOURNMENT

A motion was made by Vice Chair von Huene, seconded by Commissioner Samara, that the meeting be adjourned at 7:55 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

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Agenda Report

24-495

Agenda Date: 6/3/2024

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 May 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 June 3, 2024 meeting, the Cultural Commission may discuss, provide updates, and prioritize projects for 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. This is the final meeting of the fiscal year. Items not completed may be considered to carry over to FY 2024/25.

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

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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 and Acting Director - Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan FY 2023/24



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2023/24**

MISSION STATEMENT

The Cultural Commission acts in an advisory capacity to the City Council in matters pertaining to the enhancement of multi-cultural experiences and beautification of the City through art.

VISION STATEMENT

Enriching the lives of our residents and beautifying the City with an inclusive variety of multicultural and relevant programs and the arts.

VALUES

- We are inclusive and diverse.
- We are stewards of the quality of life in our community.
- We are accessible to all demographics, age groups, income levels, and abilities.
- We are collaborative with the community and innovative in our exploration of arts & culture.

PRIORITY

1. Provide inclusive, diverse, multicultural programs for the Community.
2. 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:

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	Summer 2024-\$30,500 (GFI-\$28,000 + \$2,500-1 stage) Dates sent to Mission College for co-collaboration and promotion
Street Dance	Samara/Garg/Diaz	2023 completed. Aug. 2, 2024 Band-Neon Velvet-potential new site. Staff walked route. Direction from Public Works-not to close Monroe; extend past Madison St.	
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. 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.	2024-Sponsorship Street Dance: CEFCU-\$500 Swim Club-\$250 EdgeCore Digital-\$5,000 Parade of Champions-\$250 Patelco-\$250 Total: \$6,250 Concerts: EdgeCore Digital-\$5,000

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. The sub-committee will report in June.	Mechanical horse installation at SCU-Fall 2023 Allocate \$10,000 to support the Mechanical Horse art project at SCU Completed. Inspired STEAM Challenge with students. 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 “One world, one hope” common human yearning as we reflect on the state of the world.”	Garg von Huene Marinaro	FY 2023/24 sub-committee created a theme. Call for artists. March. 20 entries received. 10 semifinalists were chosen and 1 withdrew. Total of 9. Installation in May, pending	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 Sub-committee will make announcements, QR codes for pedestals and Facebook Campaign.

		return of contracts and artists securing insurance Artist Reception in June	
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Marinero	Completed FY 2023/24.	2024 Contest dates will be presented to Commission at June meeting. There is an idea is 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
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	\$1,200 approved on 1/23 for artist commission for the new Coloring Book. Recycle the Coloring Book for 2025.
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 FY2023/24. 2022 was hybrid	Consider: California for the Arts in 2024/25.
Present regularly to City Council	Chair or	As needed.	Dinner March 19, 2024- Completed.

	Vice Chair		
Develop, maintain, and grow partnerships and collaborations with external organizations.	McNamara Marinero	Sub-committee will meet.	Mission College is interested in cross promotion. Meetings with the President on Concert Collaboration. Follow up with community members on Diwali event and present at June meeting.
GOAL #5: Prepare for Citywide Arts Master Plan Process.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Develop private/public partnerships to invest and promote the Arts in Santa Clara	von Huene Marinero McNamara	Currently on hold	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 the luncheon.
Develop, promote, and implement Citywide Arts Master Plan alongside the City Council	von Huene Marinero McNamara	Commission to advocate @ Council Priority Setting Session in March/April. Target date for July to submit proposal	Asst. City Manager/Acting Parks & Recreation Director, Cynthia Bojorquez, provided information and expertise. The sub-committee met with her to receive additional information. The sub-committee will present the Arts Master Plan proposal at the June meeting.
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	Chair Diaz will see if the School District is interested in partnering with the Commission on the Utility Box

		Education Breakfast.	Art Project. Commissioner McNamara is meeting with SCUSD regarding the Arts Audit. Goals were added to the Citywide Arts Master Plan.
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Agenda Report

24-503

Agenda Date: 6/3/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2024/25

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.

For FY 2023/24, the Cultural Commission adopted the goals listed below and assigned commissioner subcommittees. The Commission may choose to use these goals to guide their activities or may develop new goals and activities for FY 2024/25.

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 Master Plan process.
6. Identify and expand on Arts Education in the City of Santa Clara.

DISCUSSION

At the June 3, 2024 Regular Meeting, commissioners will begin to brainstorm possible new activities for the FY 2024/25 Work Plan. This discussion may include alternative goals and activities, making suggestions for budget allocations to support program goals, requesting and making commissioner work assignments for the subcommittees working on each of the goals, and support activities.

ENVIRONMENTAL REVIEW

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PUBLIC CONTACT

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RECOMMENDATION

Develop and recommend Cultural Commission Work Plan Goals and Activities for FY 2024/25.

Prepared by: Kimberly Castro, Recreation Manager

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



Agenda Report

24-499

Agenda Date: 6/3/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Election of a Chair and Vice Chair of the Cultural Commission for FY 2024/25

COUNCIL PILLAR

Enhance Community Sports, Recreational and Arts Assets
Enhance Community Engagement and Transparency

BACKGROUND

At the beginning of each fiscal year, the Cultural Commission takes action to appoint a Chair to facilitate the monthly meetings and a Vice Chair to serve in the role of meeting facilitator in the event the Chair is unavailable. The role of the Chair is to facilitate monthly meetings, speak at City Council meetings when necessary, and work with the Staff Liaison in preparing the agenda for Regular Meetings, and for Special Meetings. The role of the Vice Chair is to fulfill the role and the responsibilities of the Chair when the Chair is unavailable.

DISCUSSION

The Cultural Commission may nominate individual Commissioners for the position of Chair and/or Vice Chair. The individuals nominated can either accept or decline. Commissioners may cast one vote for one candidate/Commissioner for the position of Chair and may cast one vote for one candidate/Commissioner for the position of Vice Chair. The candidate with affirmed election for each position will assume the responsibilities for FY 2024/25.

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.

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RECOMMENDATION

Elect a Chair and a Vice Chair for FY 2024/25.

Prepared by: Kimberly Castro, Recreation Manager

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