



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, November 4, 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. **24-1064** [Action on Cultural Commission Regular Minutes of October 7, 2024](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of October 7, 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. **24-1065** [Discussion and Updates of the Cultural Commission's Work Plan Goals and Activities for FY 2024/25 and FY 2025/26](#)
3. **24-1084** [Action to Recommend a New Cultural Commission Member to Serve on the Station Area Task Force](#)

Recommendation: It is recommended that the Commission review the request and provide direction as appropriate.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting of the Cultural Commission is on Monday, December 2, 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

24-1064

Agenda Date: 11/4/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Minutes of October 7, 2024

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of October 7, 2024

Prepared by: Kimberly Castro, Recreation Manager

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

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting October 7, 2024



City of Santa Clara

Meeting Minutes

Cultural Commission

10/07/2024

7:00 PM

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

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CALL TO ORDER AND ROLL CALL

Chair Marinaro called the meeting to order at 7:01 PM in honor of National Breast Cancer Awareness Month.

Present 5 - Vice Chair Debra von Huene, Chair Jonathan Marinaro, Commissioner Louis Samara, Commissioner Neetu Garg, and Commissioner Swami Krishnamoorthy

Absent 2 - Commissioner Abinas Roy, and Commissioner Candida Diaz

A motion was made by Commissioner von Huene and seconded by Commissioner Samara to excuse Commissioners Diaz and Roy from the meeting.

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

Absent: 2 - Commissioner Roy, and Commissioner Diaz

CONSENT CALENDAR

1. [24-980](#) Action on Cultural Commission Regular Minutes of August 5, 2024

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

A motion was made by Commissioner von Huene and seconded by Commissioner Samara to approve the minutes of August 5, 2024.

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

Absent: 2 - Commissioner Roy, and Commissioner Diaz

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [24-981](#) Discussion and Updates of the Cultural Commission's Work Plan Goals and Activities for FY 2024/25 and FY 2025/26

The Commissioners provided updates to the work plan goals and activities. No action was taken on this item.

3. [24-989](#) Approve Cultural Commission Calendar of Meetings for 2025

Recommendation: Approve the Cultural Commission calendar of meetings for 2025 and recommend same to City Council for approval as regular meetings of the Cultural Commission.

A motion was made by Commissioner Samara and seconded by Commissioner Garg to approve the Cultural Commission Calendar of meeting for 2025.

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

Absent: 2 - Commissioner Roy, and Commissioner Diaz

STAFF REPORT

Manager Castro provided a citywide update to the Commission highlighting Comic Con on October 12 at the Central Park Library, and Spooktaclara, the Children's' Halloween Party in Central Park on Oct. 26. The community is encouraged to get involved in the community input process of the Library Master Plan and the Parks & Recreation Master Plan.

COMMISSIONERS REPORT

Commissioner Marinaro participated in the Art in Action breakfast and learned about the updated public magnet school offered by Santa Clara Unified School District focused on the arts.

Commissioner von Huene explored public art on the Queen Mary and in Long Beach while on vacation.

Commissioner Garg went on vacation to London and Scotland.

ADJOURNMENT

The next meeting of the Cultural Commission will be on Monday, November 4, 2024 at 7:00 p.m.

Commissioner Samara made a motion and seconded by Commissioner Krishnamoorthy to adjourn the meeting at 8:05 PM.

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

Absent: 2 - Commissioner Roy, and Commissioner Diaz

MEETING DISCLOSURES

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Agenda Report

24-1065

Agenda Date: 11/4/2024

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Updates of the Cultural Commission's Work Plan Goals and Activities for FY 2024/25 and FY 2025/26

COUNCIL PILLAR

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

BACKGROUND

Annually, the Cultural Commission ("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 June 3, 2024, regular meeting, Commissioners held an initial discussion to identify priorities and activities for FY 2024/25, related to the Commission's goals. Although the goals below were previously identified for FY 2024/25, the Commission discussed new activities to enhance the goals:

1. Host and enhance multicultural events intended to acquaint Santa Clara residents with cultural diversity and encourage participation.
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.

At the August 5, 2024, meeting, the Cultural Commission discussed projects and made budget allocations for those projects for FY 2024/25. The Commission adopted a work plan for FY 2024/25 and FY 2025/26 that is subject to budget allocations. At the October 7, 2024, meeting, the Commission continued to discuss progress made towards the goals and made minor modifications to the goals.

DISCUSSION

At the November 4, 2024, meeting, the Commission may discuss and prioritize projects and activities noted in the attached Work Plan (Attachment 1). Through this item, the Commission may make updates to the attached Work Plan. The Commission may also identify subcommittees to work on the

items.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at 408-615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>.

RECOMMENDATION

Discuss and update the Cultural Commission’s Work Plan Goals and Activities for FY 2024/25 and FY 2025/26

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 2024/25 and FY 2025/26



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2024/25 & FY 2025/26**

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 FY 2024/25 and FY 2025/26. The annual budget allocated for Commission activities is \$56,200. 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 acquaint Santa Clara residents with cultural diversity and encourage participation.

Objectives	Ad Hoc Sub-Committee	Timeline & details	Notes & Financials <i>Budget \$44,000</i>
<p>Plan and implement Summer Concerts in FY 2024/25</p> <p>July 12, July 26 August 16</p> <p>2025 Central Park June 13 & 27</p> <p>Concerts in FY 2025/26 Central Park July 11 & 25 Live Oak August 15</p>	<p>Samara Diaz</p>	<p>2024 The Peelers July 12 @ Central Park- The Megatones July 26 @ Central Park- Orquesta Borinquen Aug. 16 @ Central Park- Pop Fiction</p>	<p>Summer 2024-\$30,500 (GFI-\$28,000 + \$2,500-1 stage)</p> <p>June 4, 2025, collaborate with Mission College</p>
<p>The Commission will explore the feasibility of hosting a Group Wedding</p>	<p>Samara</p>		
<p>Plan for a Cultural Festival</p>	<p>Samara Marinero</p>		
<p>Street Dance</p>	<p>Samara Garg Diaz</p>	<p>Aug. 8, 2025</p>	<p>Plan for bike parking, make free water available, perhaps chalk art space</p>
<p>Plan and Host Friday Night Live Events</p>	<p>Garg Roy Samara</p>	<p>Search for additional sponsors to host Friday Night Live</p>	<p>Feb. & April 2025, perhaps at Triton Oct. 2025, perhaps at MCCPA</p>
<p>Secure sponsors for Cultural Commission special events in FY 2024/25</p>			

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	Notes & Financial
			<i>Budget \$12,200</i>
Advise and recommend public art to City Council	von Huene Garg		Outdoor Temporary Art Installation, allocate \$10,000
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz		Possible collaboration with SCUSD, 6 boxes at \$750/box total allocation \$4,500
Host Sculpture Exhibition “One world, one hope” common human yearning as we reflect on the state of the world.”	Garg von Huene Marinero	Installation September – November, 2024	Allocation for reimbursement of expenses up to \$750
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Garg Roy Marinero		<p>Halloween Release contest 10/3, Submission deadline 10/28 Winners announced & signs delivered 10/30</p> <p>6 Winners by Council District, 1 Group Entry winner, 1 Best of the Best</p> <p>Holiday Release context 11/25 Submission deadline 12/20 In person judging 12/21-22 Winners announced & signs delivered 12/23 6 Winners by Council District, 1 Group Entry winner, 1 Best of the Best</p> <p>Allocation \$1,100</p>
Update and maintain City interactive web-based public art map	Diaz	Ongoing	

GOAL #3: Raise the visibility of commemorative months.

Objectives	Ad Hoc Sub-Committee	Timeline	Notes & Financial
Identify a space to curate and facilitate the Commemorative Months	von Huene Marinaro Roy		
Promote monthly commemorative months through social media and Special Events to raise awareness and cultural competency.	Diaz Garg	Monthly	Recycle the Coloring Book for 2025.

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

Objectives	Ad Hoc Sub-Committee	Timeline	Notes & Financial
Determine if the Commission will send a representative to attend the Americans for the Arts Conference.		June, 2025 Ohio, Cincinnati	Consider the budget allocation to meet the objective.
Present work plan accomplishments and activities to City Council annually.	Chair or Vice Chair		Schedule Special Order of Business.
Develop one new partnership and collaboration with an external organization.			Mission College is interested in cross promotion. Explore opportunities for placemaking in Rivermark. Consider planning Holi Event in 2025.

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 Marinaro Garg		
Review, comment, and assist with the implementation of a citywide Arts Master Plan.	von Huene Marinaro		



Agenda Report

24-1084

Agenda Date: 11/4/2024

REPORT TO CULTURAL COMMISSION

Action to Recommend a New Cultural Commission Member to Serve on the Station Area Task Force

COUNCIL PILLAR

Deliver and Enhance High Quality Efficient Services and Infrastructure
Manage Strategically Our Workforce Capacity and Resources
Enhance Community Engagement and Transparency

BACKGROUND

The City received grant funds to prepare a Specific Plan for the Santa Clara Station Area. Preparation of the Specific Plan utilizes a consultant team, as well as City staff, to conduct a planning process including community engagement, technical analysis, and the preparation of land use policy documents.

The Santa Clara Station Focus Area consists of 244 acres generally bounded by De La Cruz Boulevard, Reed Street, and Martin Avenue to the northeast, and Franklin Street and El Camino Real to the southwest as shown in Attachment 1. At the center of this area is the existing Santa Clara Station, which is served by Caltrain and Altamont Commuter Express (ACE) rail lines and Santa Clara Valley Transportation Authority (VTA) bus service. The station area will also become the terminus for the VTA's planned extension of the Bay Area Rapid Transit (BART) system also known as BART Silicon Valley Phase II (BART Phase II). BART Phase II is an approximately six-mile-long extension of the BART system from the Berryessa/North San Jose BART Station in San Jose to the proposed Santa Clara BART Station. As such, the station area will transform into an important transit hub for the Bay Area.

The Station Area Task Force (SATF) is part of the overall community engagement strategy, and its purpose is to provide input during the preparation of the Specific Plan. The SATF generally meets on the third Thursday of each month and consists of 11 members which includes a designated representative from the Cultural Commission.

DISCUSSION

At its November 7, 2022 meeting, the Cultural Commission voted to appoint Commissioner Diaz to the SATF. Commissioner Diaz has informed staff that she is unable to continue serving on the task force. Consequently, the Community Development Department is requesting that the Cultural Commission identify a new representative.

The new Commission appointee will be expected to attend the monthly meetings held at City Hall. The meetings start at 6:00 p.m. To date, the SATF has met a total of five (5) times and the new representative will be expected to review all past meeting materials. It is anticipated that the new representative will assume their responsibilities effective with the next meeting of the SATF which is

scheduled for November 21, 2024, and continue until the completion of the specific plan which is targeted for August 2026.

RECOMMENDATION

It is recommended that the Commission review the request and provide direction as appropriate.

Prepared by: Rebecca Bustos, Principal Planner, Community Development Department

Reviewed by: Kimberly Castro, Recreation Manager

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

ATTACHMENTS

1. Santa Clara Station Area Boundary Map

Santa Clara Station Area Plan



citylimit



Station Area Plan



0 0.175 0.35 Miles

