



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, January 6, 2025

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. 24-1165 [Action on Cultural Commission Regular Meeting Minutes of November 4, 2024](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of November 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. 24-1169 [Discussion and Updates of the Cultural Commission's Work Plan Goals and Activities for FY 2024/25 and FY 2025/26](#)
3. 24-1211 [Review and Recommend a Preferred Rainbow Crosswalk Location and Design to City Council](#)

Recommendation: Review and recommend a preferred rainbow crosswalk location and design to City Council.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting of the Cultural Commission is on Monday, February 3, 2025.

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

24-1165

Agenda Date: 1/6/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Meeting Minutes of November 4, 2024

RECOMMENDATION

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



City of Santa Clara

Meeting Minutes

Cultural Commission

11/04/2024

7:00 PM

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

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ViaZoom:

<https://santaclaraca.zoom.us/j/98272283531>

Meeting ID:98272283531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

Chair Marinaro called the meeting to order at 7:02 PM.

Present 7 - Commissioner Abinas Roy, Commissioner Candida Diaz, Vice Chair Debra von Huene, Chair Jonathan Marinaro, Commissioner Louis Samara, Commissioner Neetu Garg, and Commissioner Swami Krishnamoorthy

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

A motion was made by Commissioner Samara and seconded by Commissioner von Huene to approve the minutes of October 7, 2024.

Aye: 6 - Commissioner Roy, Vice Chair von Huene, Chair Marinaro, Commissioner Samara, Commissioner Garg, and Commissioner Krishnamoorthy

Abstained: 1 - Commissioner Diaz

PUBLIC PRESENTATIONS

None.

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

A motion was made by Vice Chair Diaz and seconded by Commissioner Samara to allocate \$1,500 to co-fund a concert with Mission College on June 4, 2025.

Aye: 7 - Commissioner Roy, Commissioner Diaz, Vice Chair von Huene, Chair Marinaro, Commissioner Samara, Commissioner Garg, and Commissioner Krishnamoorthy

A motion was made by Commissioner Samara and seconded by Commissioner Garg to discuss Arts in Education with Santa Clara School District at the December meeting.

Aye: 7 - Commissioner Roy, Commissioner Diaz, Vice Chair von Huene, Chair Marinaro, Commissioner Samara, Commissioner Garg, and Commissioner Krishnamoorthy

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.

A motion was made by Commissioner Samara and seconded by Commissioner von Huene to appoint Chair Jonathan Marinaro as the Cultural Commission representative to Serve on the Station Area Task Force.

Aye: 7 - Commissioner Roy, Commissioner Diaz, Vice Chair von Huene, Chair Marinaro, Commissioner Samara, Commissioner Garg, and Commissioner Krishnamoorthy

STAFF REPORT

Recreation Manager Castro thanked the Commission for a successful Halloween Home Decorating Contest and shared that the Holiday Home Decorating Contest will kick off on November 25. Oliver is on the stage at the Community Recreation Center this weekend and everyone is encouraged to come see the show. On November 6, there will be an informational meeting for persons wanting to become a volunteer Kindness Ambassador. Damon Sparacino, the new Parks & Recreation Director begins on November 12.

COMMISSIONERS REPORT

Commissioner Garg saw a show by the Santa Clara Players.

Commissioner Samara traveled to Palm Springs and saw public art including the Marilyn Monroe statue.

Chair Marinaro encouraged everyone to see an opera this year; La Boheme opens next month.

Commissioner Roy traveled to India and attended the Diwali event in Sunnyvale.

Vice Chair Diaz attended the Pumpkin and Art Festival in Half Moon Bay

ADJOURNMENT

A motion was made by Vice Chair Diaz and seconded by Commissioner von Huene to adjourn the meeting at 8:04 PM.

Aye: 7 - Commissioner Roy, Commissioner Diaz, Vice Chair von Huene, Chair Marinaro, Commissioner Samara, Commissioner Garg, and Commissioner Krishnamoorthy

MEETING DISCLOSURES

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Agenda Report

24-1169

Agenda Date: 1/6/2025

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.
 - a. Plan and implement Summer Concerts in FY 2024/25 & FY 2025/26.
 - b. The Commission will explore the feasibility of hosting a Group Wedding.
 - c. Plan and Host the Street Dance.
 - d. Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25.
2. Develop and encourage interactive art opportunities to provide temporary, performing, cultural, and public art in the City.
 - a. Advise and recommend public art to City Council as opportunities arise.
 - b. Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program.
 - c. Host Sculpture Exhibition "One world, one hope" common human yearning as we reflect on the state of the world."
 - d. Host Halloween Home & Holiday Home Decorating Contest and Recognition.
 - e. Update and maintain City interactive web-based public art map.
3. Raise visibility of commemorative months.
 - a. Identify a space to curate and facilitate the Commemorative Months.
 - b. Promote monthly commemorative months through social media and Special Events to raise awareness and cultural competency.

4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
 - a. Send two representatives to attend the Americans for the Arts Conference.
 - b. Present work plan accomplishments and activities to City Council annually.
 - c. Develop one new partnership and collaboration with an external organization.
5. Prepare for Citywide Arts Master Plan process.
 - a. Develop private/public partnerships to invest and promote the Arts in Santa Clara.
 - b. Review, comment, and assist with the implementation of a citywide Arts Master Plan.

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 August meeting. At the October 7, 2024, and November 4, 2024, meetings, the Commission continued to discuss progress made towards the goals and made minor modifications to the goals.

DISCUSSION

At the December 2, 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 provide updates to the attached Work Plan. The Commission may also identify subcommittees to work on the items. Each subcommittee will provide a verbal update on their planned efforts and activities.

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.

FISCAL IMPACT

The annual budget allocated for Commission activities is \$56,412 in FY 2024/25 and is estimated to be \$57,541 in FY 2025/26. Project allocations are identified in the work plan (Attachment 1) and voted on by the Commission.

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 2025/24. 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 encourage and acquaint Santa Clara residents with cultural diversity.			
Objectives	Ad Hoc Sub-Committee	Timeline & details	Notes & Financials
			<i>Budget \$44,000</i>
Plan and implement Summer Concerts in FY 2024/25 & FY 2025/26	Samara Diaz	Concerts in FY 2024/25 July 12 @ Central Park- July 26 @ Central Park- Aug. 16 @ Central Park- June 13 & 27 Central Park Concerts in FY 2025/26 Central Park July 11 & 25 Live Oak August 15	Summer 2024-\$30,500 (GFI-\$28,000 + \$2,500-1 stage) June 4, 2025, collaborate with Mission College (Allocated \$1,500.)
The Commission will explore the feasibility of hosting a Group Wedding	Samara	2026	
Plan and Host the Street Dance	Samara Garg Diaz	Aug. 8, 2025	Plan for bike parking, make free water available, perhaps chalk art space
Plan and Host Friday Night Live Events	Garg Roy Samara	Search for additional sponsors to host Friday Night Live	Feb. & April 2025 perhaps at Triton Oct. 2025 perhaps at MCCPA
Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25		Sponsor Packages released in February 2025	
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	Prepare "Call for Artist" Nov/Dec	Outdoor Temporary Art Installation, allocate \$10,000

Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program	Diaz	Request box location Nov.	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		Halloween Release contest 10/3, Submission deadline 10/28 Winners announced & signs delivered 10/30 6 Winners by Council District, 1 Group Entry winner, 1 Best of the Best 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 Allocation \$1,100
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 Marinero 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
Send two representatives to attend the Americans for the Arts Conference.		June 2025 Ohio, Cincinnati	Allocated \$5,000 for Commissioners Diaz and Garg to attend.
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

24-1211

Agenda Date: 1/6/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Review and Recommend a Preferred Rainbow Crosswalk Location and Design to City Council

BACKGROUND

The City's Capital Improvement Program Budget (CIP Budget) includes \$100,000 for a project titled, Rainbow Crosswalk. This project was added during the June 25, 2024 City Council meeting, where the Council directed staff to install one rainbow-colored crosswalk in the City. The concept of a rainbow crosswalk was originally proposed through a written petition submitted by Councilmember Becker on October 11, 2021 and was also included on the City Council's Priority Setting list. Rainbow-colored crosswalks have been utilized by many municipalities as a display of support for the LGBTQIA+ (Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and Asexual) community.

DISCUSSION

Aesthetic treatments at crosswalks are considered forms of artwork; therefore, this item is being presented to the Cultural Commission for consideration. Staff is requesting that the Cultural Commission review and recommend a preferred rainbow crosswalk location and design to the City Council.

Staff researched regulatory guidelines regarding rainbow crosswalks, rainbow crosswalks in other municipalities, potential locations in Santa Clara, and identified two recommended crosswalk locations along with a proposed design.

Regulatory Guidance

In June 2024, the Federal Highway Administration (FHWA) announced that aesthetic surface treatments, such as rainbow-colored artwork in crosswalks, are not considered traffic control devices. Consequently, these treatments are not regulated by the Federal Manual on Uniform Traffic Control Devices (MUTCD) which the City follows for the installation and maintenance of traffic control devices in Santa Clara. It should be noted that while rainbow-colored artwork can be added on roadways, traditional roadway markings, including crosswalk markings (i.e. white pavement markings), must still be installed, and cannot be entirely replaced by artwork.

Locations

The following location characteristics are recommended for the installation of a rainbow-colored crosswalk to maintain/ enhance traffic safety:

- Pedestrian Activity: Locations should have more than average pedestrian traffic for artwork to enhance the visibility of both the crosswalk and pedestrians.
- Lower Vehicle Volume and Speed: Streets should have lower vehicle volume and speed

levels, so the artwork is more noticeable to motorists without causing distractions that might disrupt orderly traffic movements.

- **Crosswalk Types:** The crosswalk chosen should not include crosswalks at signalized intersections (i.e. at traffic signals) due to the level of traffic activity at these locations. As such, staff recommends that a rainbow crosswalk only be considered for stand-alone crosswalks such as those at mid-block (in the middle of a block), at a Stop Sign crosswalk, or at an uncontrolled crosswalk (i.e. a striped pedestrian crossing where motorists do not have a traffic control device (i.e. stop sign, traffic signal) controlling their movement across the crosswalk).

Based on these desired characteristics, the following two candidate locations have been identified for the installation of a rainbow crosswalk:

1. Monroe Street at Franklin Street (**Staff Recommendation**)
2. Warburton Avenue crosswalk at City Hall to Triton Museum

Aerial photos and images of these locations are provided in Attachment 1.

Rainbow-Colored Artwork

Staff researched sample rainbow crosswalks installed in other municipalities and recommends a design that incorporates the relevant LGBTQIA+ colors consistent with the colors recently utilized for the City's Pride Flag raising ceremony in June 2024 (Attachment 2). The colors utilized include: (1) the original Pride flag colors of red, orange, yellow, green, blue, and violet and (2) additional colors added recently including black, brown, pink, light blue, and white. Each color and what it represents is indicated below:

- Red - Life
- Orange - Healing
- Yellow - Sunlight
- Green - Nature
- Blue - Serenity
- Violet - Spirit
- Black and Brown - People of Color
- Pink, light blue and White - Transgender community, reflecting traditional gender colors and those who identify outside the binary.

Additionally, to facilitate the installation and on-going maintenance of the rainbow-colored artwork, staff recommends a design where the rainbow colors are individual stripes that run perpendicular to a pedestrian's path of travel. Staff's recommended design is included as Attachment 3.

Next Steps

If the Cultural Commission recommends a location and design for a Rainbow Crosswalk in Santa Clara, staff will proceed with presenting this item for Council consideration in the first quarter of 2025.

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 or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Review and recommend a preferred rainbow crosswalk location and design to City Council.

Written by: Steve Chan, Transportation Manager, Public Works

Approved by: Michael Liw, Assistant Director/City Engineer, Public Works

ATTACHMENTS [Delete if N/A]

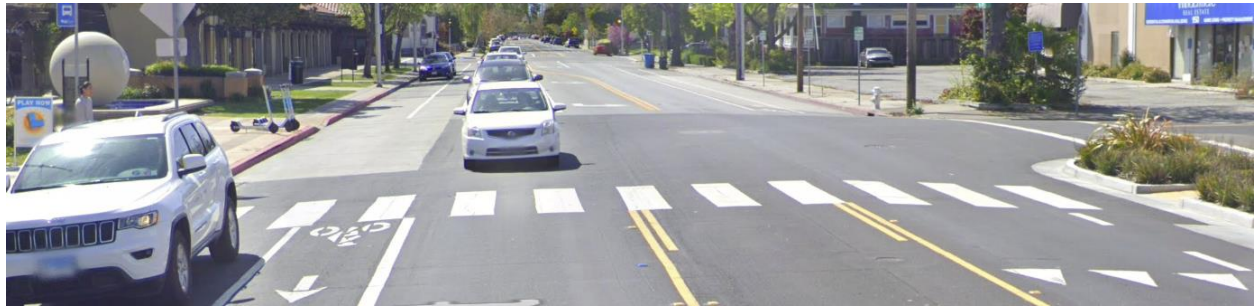
1. Rainbow Crosswalk Locations
2. Rainbow Flag Sample
3. Rainbow Crosswalk Artwork

ATTACHMENT 1

Rainbow Crosswalk Project

Potential Locations

Location 1: Franklin Mall, Monroe Street @ Franklin Street



Location 2: Near City Hall, Warburton Avenue crosswalk at City Hall to Triton Museum



ATTACHMENT 2
2024 Rainbow (Pride) Flag Graphic



PRIDE
FLAG RAISING CEREMONY

Friday, June 7 at 12 p.m. | Santa Clara City Hall Quad Area, 1500 Warburton Ave.



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

The graphic features a large, vibrant rainbow Pride flag being held up by a person's hands against a solid blue background. The word "PRIDE" is written in large, bold, multi-colored letters at the top, with each letter matching a color from the flag. Below it, the words "FLAG RAISING CEREMONY" are written in white, bold, sans-serif font. The event details "Friday, June 7 at 12 p.m. | Santa Clara City Hall Quad Area, 1500 Warburton Ave." are written in a smaller white font. In the bottom left corner, the City of Santa Clara logo is displayed, featuring a circular seal with a building and the text "CITY OF SANTA CLARA" and "The Center of What's Possible". The background is a solid light blue, with decorative corner graphics consisting of multiple parallel lines in various colors (red, orange, yellow, green, blue) forming an L-shape in the top-left and bottom-right corners.

ATTACHMENT 3
Proposed Rainbow Crosswalk Artwork
Franklin Mall, Monroe Street at Franklin Street

Existing



Proposed

