



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, March 2, 2026

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/82207705371>

Meeting ID: 822 0770 5371

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1. 26-159 [Action on the Cultural Commission Regular Minutes of February 2, 2026](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of February 2, 2026

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. 26-212 [Discussion and Potential Action to Make a Recommendation to City Council to Join Make Music Alliance to Promote "Make Music Day" in Santa Clara](#)

3. 26-169 [Discussion and Potential Action on Cultural Commission Work Plan and Activities for FY 2025/26](#)

Recommendation: Discuss and potentially take action on the Cultural Commission Work Plan and Activities for FY 2025/26.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next regular meeting of the Cultural Commission will be held on Monday, April 6, 2026.

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

26-159

Agenda Date: 3/2/2026

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on the Cultural Commission Regular Minutes of February 2, 2026

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of February 2, 2026

Prepared by: Robin Shaddle, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Parks & Recreation Director

ATTACHMENTS

Draft Minutes - Cultural Commission Meeting February 2, 2026



City of Santa Clara

Meeting Minutes

Cultural Commission

02/02/2026

7:00 PM

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

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CALL TO ORDER AND ROLL CALL

The meeting was called to order by Chair von Huene at 7:02 p.m.

Present 6 - Commissioner Abinas Roy, Vice Chair Candida Diaz, Commissioner Charles Pontious, Chair Debra von Huene, Commissioner Kuku Das, and Commissioner Neetu Garg

Absent 1 - Commissioner Louis Samara

CONSENT CALENDAR

1. [26-94](#) Action on the Cultural Commission Regular Minutes of January 5, 2026

A motion was made by Vice Chair Diaz and seconded by Commissioner Pontious to approve the minutes from the January 5, 2026 meeting.

Aye: 6 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Chair von Huene, Commissioner Das, and Commissioner Garg

Absent: 1 - Commissioner Samara

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [26-95](#) Discussion and Potential Action on Cultural Commission Work Plan and Activities for FY 2025/26
- The Commission discussed Work Plan and provided updates. No action was taken.

STAFF REPORT

None.

COMMISSIONERS REPORT

Chair von Huene attended the SVCCreates Municipal Round Table meeting on Jan. 27 and shared information about a program titled Make Music Day that the City of San Jose participates in and hoped to explore how the Commission can get involved. The Commission created a sub-committee with Commissioners Pontious, Roy, and Das to gain more information on an event in Santa Clara. She also shared about participating in the Lunar New Year event with the Commission, saying it was highly successful and recommends participating again in 2027. Chair von Huene also participated in the Martin Luther King Jr. Choral Reading at the Central Library and attended the Super Bowl LX Flag Raising at Levi's Stadium that included a visit to the 49er Museum.

Vice Chair Diaz went on a trip to Southern California and attended a lacrosse tournament and visited the Griffith Observatory and Pismo Beach.

Commissioner Das attended the Martin Luther King Jr. Choral Reading at the Central Library, Lunar New Year event and Super Bowl LX Flag Raising at Levi's Stadium. Visited Citrus Heights and noted they have the Utility Box Painting artists.

Commissioner Roy attended the Super Bowl LX Flag Raising event at Levi's Stadium and participated in a weekend yoga retreat.

ADJOURNMENT

A motion was made by Vice Chair Diaz and seconded by Commissioner Pontious to adjourn the meeting at 7:41 p.m.

Aye: 6 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Chair von Huene, Commissioner Das, and Commissioner Garg

Absent: 1 - Commissioner Samara

The next regular meeting of the Cultural Commission is scheduled for Monday, March 2, 2026.

MEETING DISCLOSURES

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Agenda Report

26-212

Agenda Date: 3/2/2026

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Potential Action to Make a Recommendation to City Council to Join the Make Music Alliance to Promote “Make Music Day” in Santa Clara

BACKGROUND

In 1982, the French Ministry of Culture conceived the idea for a new kind of musical holiday. They envisioned a day where free music would fill the city and be accessible to everyone. Unlike a traditional music festival, anyone would be invited to join and play music or host performances. The event, held annually on June 21, the summer solstice, was named “Fete de la Musique,” which in French means both “Festival of Music” and “Make Music.” Four decades later, the holiday has grown into a global movement, now celebrated in more than 2,000 cities worldwide. On June 21, 2025, 147 U.S. cities participated, organizing 5,471 free concerts as part of this international event.

Each Make Music chapter is independently organized, often by a local community group, music institution, or civic leader. Musicians and venues participate by registering through their local city’s website using customized matchmaking software provided by the Make Music Alliance. Through this platform, musicians can sign up, describe their music, and request performance space. Stores, buildings, gardens, and other locations can register to host musicians, offering space, electricity, equipment, and promotion. Musicians and venues can then browse the listings to connect and schedule performances for June 21. The software creates an interactive map with searchable listings and dynamically generated digital marketing materials for each participating city.

By joining the Make Music Alliance, a city receives the tools necessary to launch and manage a successful event, including a complete software platform and website, branding and marketing materials, consultant support, and access to nationally sponsored creative initiatives.

The City of San Jose has hosted “Make Music San Jose” for many years, and the Make Music Alliance is seeking to expand the celebration throughout the South Bay with interested communities. Currently, thirteen cities in California participate in Make Music Day. The next Make Music Day will be held on June 21, 2026.

DISCUSSION

On January 27, 2025, Chair Von Huene and City staff attended the Silicon Valley Creates Municipal Arts Roundtable, where the Make Music Alliance presented information on the Make Music program. During the February 2 Commission meeting, Commissioners were introduced to the program and expressed interest in discussing it further.

At the March 2, 2026, Cultural Commission meeting, the Commission will discuss whether “Make Music Day” could be a fit for Santa Clara. The FY 2025/26 Work Plan was approved by the

Commission on April 7, 2025. As this program is being introduced after the Work Plan was adopted, it is being brought forward outside the established Work Plan cycle. Accordingly, staff resources remain focused on approved priorities, and capacity to support additional programs may be limited.

The Commission may explore how participation could be structured locally, discuss potential program options, and consider what implementation might entail. The discussion may include the formation of a sub-committee to further evaluate feasibility, potential funding options, and access to online tools and platform.

Given the quick and recent introduction of this program to the City, staff are continuing to research the program's requirements, membership structure, and implementation expectations in order to provide additional information to the Commission, and, if directed, to City Council.

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 membership fee to join the Make Music Alliance is \$350, which the Commission may allocate from its budget.

Membership benefits include the tools needed to launch and manage the event, including a software platform and website, branding and marketing materials, consultant support, and access to national initiatives.

As this event has not been hosted previously, there is no historical cost data for comparison. However, the program primarily connects musicians with participating venues, which is expected to minimize direct costs to the City. If approved, staff will conduct further analysis and return to the Commission with updated information for review.

PUBLIC CONTACT

Public contact was made by posting the Council 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

Discussion and Potential Action to Make a Recommendation to City Council to Join the Make Music Alliance to Promote "Make Music Day" in Santa Clara

Prepared by: Robin Shaddle, Recreation Supervisor
Reviewed by: Kimberly Castro, Recreation Manager
Approved by: Damon Sparacino, Director of Parks & Recreation

ATTACHMENTS

1. About Make Music - 2025-26
2. Make Music Day Toolkit

MAKE MUSIC

JUNE 21



Exuberant overkill... more than 1,000 concerts in a single eleven-hour day.

- **New York Magazine**

Make Music New York is **one of the best things** that have happened to New York musical life in the past decade.

- **Alex Ross (The New Yorker)**

The day literally **exploded** with live music, it could be heard emanating from each and every street corner.

- **Spin Magazine**

Hundreds of outdoor performances crisscrossing the five boroughs, putting on stage in one music-packed day the city's rich mixture of cultures and tastes.

- **New York Times**

A **sonic street party** thrown on a totally outsize scale.

- **National Public Radio**



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NAMM[®]
Foundation

It all started 44 years ago in France.

In 1982, the French Ministry of Culture dreamed up an idea for a new kind of musical holiday. They imagined a day where free music would be everywhere, all around each city: street corners, parks, rooftops, gardens, and store fronts.

And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances. The event would take place on the summer solstice, June 21, and would be called Fête de la Musique. (In French, the name means both “festival of music” and “make music”.)

Amazingly enough, this dream has come true. The Fête has turned into a true national holiday: the country shuts down on the summer solstice and musicians take over. Almost 11% of French people (7 million people) have played an instrument or sung in public for the Fête de la Musique, and 64% of the country (43 million people) comes out each year to listen.

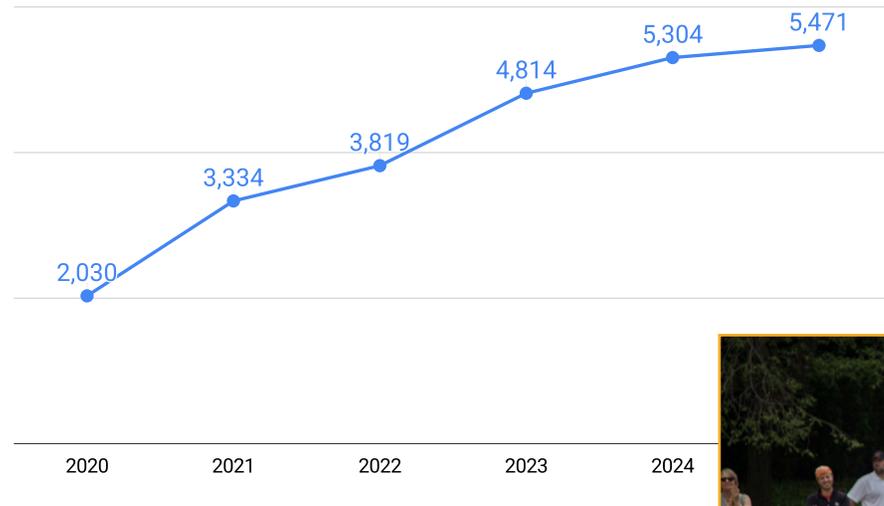
Four decades later, the holiday has spread throughout the world and is now celebrated in more than 2,000 global cities.



Fête de la
MUSIQUE
21 JUIN



of Make Music Day events in the US, 2020 - 2025



Make Music in the U.S.

Nineteen years ago, the *Fête de la Musique* crossed the Atlantic with the debut of Make Music New York.

Starting as a grassroots initiative by a team of volunteers, the event quickly became a critical and popular success. Today, thousands of New York musicians perform in hundreds of free, outdoor concerts each June 21, earning praise for their “inspiring” (*New York Times*) and “thrilling” (*New Yorker*) performances.

Over the last decade, cities across the country have launched their own Make Music celebrations on June 21, making this musical holiday a truly national phenomenon.

On June 21, 2025, **147 U.S. cities** organized **5,471 free concerts**, attended by **over 500,000 music fans**.

Concerts took place on street corners, parking lots, rooftops, and porches, performed by every imaginable kind of musician, from mariachi bands to jazz combos to chamber ensembles – the only requirement being that each event is free and open to the public.



Télérama

Fête de la musique : aux États-Unis, un succès fou qui séduit au-delà des grandes villes

© 3 minutes à lire Article réservé aux abonnés

Alexis Buisson
Publié le 21/06/22



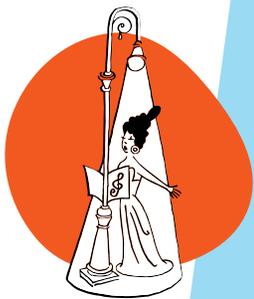
Le Point

Comment New York a importé notre Fête de la musique...

La Fête de la musique fête ses 40 ans. L'événement dépasse aujourd'hui les frontières de l'Hexagone, en partie grâce à Aaron Friedman avec le Make Music Day.

Par Anne-Sophie Jahn

Publié le 21/06/2022 à 13h00



Behind the Scenes: the Make Music Alliance



Each Make Music chapter is independently organized. Often it's a local community group, music institution, or civic leader who champions the musical holiday in their hometown.

What ties everything together is the nonprofit Make Music Alliance.

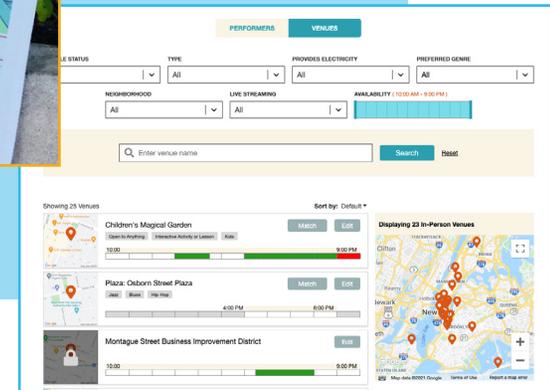
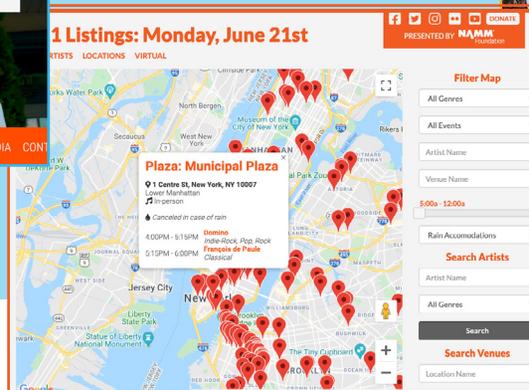
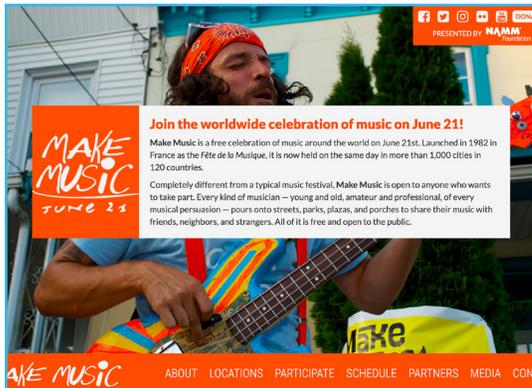
When musicians and locations join Make Music, they go to their local city's website and register using customized matchmaking software, provided by the Alliance to each member city.

Using these tools, any musician can sign up, describe their music, and request performance space; stores, buildings, gardens, and other locations register to host these musicians, providing electricity, equipment, and promotion. Like an internet dating site, musicians and venues search through the listings to find each other and make arrangements for June 21 concerts.

The software then creates an interactive map with searchable listings and dynamically generated digital marketing materials for each city, displayed on each local site.

The Alliance also brokers sponsorship arrangements with national partners – such as Alfred, Elixir Strings, Hohner, MPTF, RBI, and Vic Firth – to provide benefits for each city, and coordinates creative national programs like Mass Appeal and Sousapalooza.

Finally, the Alliance spearheads the overall PR effort for Make Music Day, and leads the charge in expanding Make Music to new markets.



International Expansion

The Make Music Alliance also partners with organizers in other countries to launch new celebrations around the world. Here are three examples.



Make Music China

Led by the China Musical Instruments Association, Make Music China has grown to 15,000 events in 200 cities each June 21. Highlights last year included a grand opening ceremony in Huangqiao with an ensemble of thousands of musicians, a “Lang Lang Music Bus” on Shenzhen’s main bus lines in honor of the famous pianist, and 27 provinces feature performances with hundreds playing the Electronic Wind Instrument.

Make Music Day UK

First launched by the nonprofit organizations Making Music and Music For All, Make Music Day UK has been active across the United Kingdom since 2017. On June 21, 2023, Make Music Day UK coordinated 36,743 performers at 450 events, ranging from large scale singing events for children to a 24 hour Bach-a-thon.

Make Music Lagos (Nigeria)

Music retailer Showgear organizes dozens of events around Lagos for Make Music Day each year, including a music business conference, pop-up worship music, “learn to DJ” classes, play-along drumming events, and a “Shutdown” concert finale with Nigerian superstars. Meanwhile, they have led the expansion of Make Music Day to five other cities around the country.



makemusicday.org
Aaron Friedman
aaron@makemusicday.org
646-283-4154 m

MAKE MUSIC

JUNE 21

Why Make Music



Economic Impact

Make Music Day brings economic activity to cities and towns. In 2014, New York's Myrtle Avenue Brooklyn Partnership surveyed local businesses and found an increase in sales of 10% on Make Music Day, due to the increased foot traffic to the Avenue that MMD programming brings.

Aware of this impact, business associations lead many Make Music Day chapters, including the Downtown Middleton Business Association (WI), Downtown Issaquah Association (WA), Monmouth-Independence Chamber of Commerce (OR), and Monona East Side Business Alliance (WI).



Community Impact

For neighbors, Make Music Day is a chance to turn ordinary sidewalks and streets into impromptu stages, dance floors, and social meeting points, and bring their community together.

Those who are performing feel part of a larger musical family, with the freedom to wander around and jam with each other. Because Make Music Day is open to all genres and levels, everyone can experience the joy of performing, even those without the skills or connections to find gigs in regular venues.



Audience Impact

Listeners come out from under their headphones and experience live music up close. Audiences feel no pressure to stay if they don't like a particular band; they can wander around to discover unfamiliar music risk-free. And just hearing about the dozens (or hundreds) of Make Music Day events in their community raises awareness of the local musical scene.



How to Make Music

1. Identify a local champion for the event.

In Chicago it's a university music department; in Ann Arbor, it's the local library system; in San Jose, it's the city's Office of Cultural Affairs. In cities like New York, Fullerton, and Madison, individual civic leaders have formed new nonprofits to manage Make Music.

2. Raise funds for basic expenses, or round up volunteers.

Budgets for Make Music can be much smaller than for traditional festivals. Since musicians and locations collaborate on their own concerts, you don't need a production team to run around with extension cords and music stands – people will do it all themselves. That said, there must be either a budget for coordination and marketing, or significant in-kind and volunteer contributions, especially early on when the concept is still unfamiliar.



3. Make the permits as easy as possible.

This is the key to encourage spontaneous outdoor participation. Every city has a different permitting situation, but we've found a way to make this work everywhere. In no case should individual musicians or venues need to cover permit costs.

4. Promote the holiday.

Public awareness drives this event. Businesses, media partners, music schools, associations, respected local artists, and elected officials can all spread the word. City Halls have held press events; promoted Make Music on city-owned websites and bus shelters; and invited public schools, block associations, community boards, and senior center choirs to sign up.





MAKE MUSIC

JUNE 21

makemusicday.org

Contact: Aaron Friedman
aaron@makemusicday.org
646-283-4154 m

JOIN THE WORLDWIDE CELEBRATION OF MUSIC!



MAKE MUSIC

JUNE 21

Table of Contents

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- 2 How to Get Involved
- 3 Publicity Resources

@MakeMusicDay



MAKEMUSICDAY.ORG | #MAKEMUSICDAY

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1 What is Make Music Day?

What is Make Music Day?

Make Music Day is an annual celebration that occurs each June 21, when people in more than 1,000 cities around the world make music together on the summer solstice.

In 1982, Jack Lang and the staff of France’s Ministry of Culture created a new kind of musical holiday they called Fête de la Musique, which means both “festival of music” and “make music!” They imagined a day where free, live music would be everywhere: street corners, parks, rooftops, gardens, storefronts, and mountaintops.

Today, Make Music Day has become an international phenomenon, with millions of musicians of all styles, all ages, and all skill levels reimagining their cities as stages, and using music to spread joy to their communities. And Make Music Day is spreading quickly in the United States.

Why join Make Music Day?

Make Music Day **brings joy, inspires creativity, and transforms communities**. It celebrates and promotes the natural music maker in all of us, regardless of ability. Make Music Day events turn sidewalks and streets into impromptu stages; let amateur musicians share their passion and gain confidence; and give established artists in all genres a chance to perform for new audiences. Special Make Music Day initiatives, like free instrument lessons and “Mass Appeal” events, invite everyone to join—even if they’ve never picked up an instrument before in their lives.

And for those whose life’s work is to create more music-makers, it’s the perfect opportunity to **spread the message of musical participation**. Over the years, Make Music Day has earned billions of media impressions.

By hosting Make Music Day events, music instrument retailers and manufacturers can capitalize on this opportunity to get everyone talking about the power of music, and the joy of making it yourself.

Who Participates in Make Music Day?

Currently, plans are underway by local organizers in 1,000 cities in 120 countries to hold official, citywide celebrations of music on Friday, June 21 with free, openly accessible concerts, music lessons, and participatory performances. Many others in smaller communities - including music stores - are planning their own events on June 21 and organizing music events for their neighborhood, for their block, or for their parking lot.

In 2024, nearly 100 cities nationwide will join the celebration. You can find links to participating cities and ways to get started at makemusicday.org.



Looking to do an online event for Make Music Day? Visit makemusicday.org for project ideas and updates



#MakeMusicDay

2 How to Get Involved

Does Your City Have a Local Music Day Chapter?

Visit makemusicday.org to find a list of official Make Music Day cities

If your answer is...

YES

CONNECT
LOCALLY

1. Introduce yourself to your local organizer.

They are there to help promote your event, coordinate it with others nearby, and secure permits (if required). Find their website and contact info at makemusicday.org.

Aside from hosting a Make Music Day event of your own, consider:

- Offering to serve on the local Make Music Day organizing committee and host meetings in your store.
- Providing materials or equipment for Make Music Day events.
- Reviewing options for your company logo to be visible as part of a Make Music Day event.

2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. If you have a sidewalk in front of your store, or a parking lot, front porch or a nearby park, these can be great options.

3. Register your location on the local Make Music Day website.

Make Music Day cities use an online registration platform where you can easily sign up and provide the details of your event. Once you register, if a permit is required for what you want to do, the local organizer will secure it for you or tell you what to do next. If you want to use a large public space, check in with the organizer first to see what's available.

If your answer is...

NO

CONNECT
NATIONALLY

1. Introduce yourself to the national Make Music Day organization.

If your community does not have a local Make Music Day branch, you can still be included in relevant national promotions. Email Aaron Friedman at the Make Music Alliance (aaron@makemusicday.org) with a few sentences about what you're interested in doing for Make Music Day.

2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. We suggest choosing a location on private property where permits are not a concern. You can also think about partnering with a local school, community center, library, park, or church and using their space.

3. Register your location on the national Make Music Day website.

Visit makemusicday.org/cities/other/ and fill in your event information. Don't worry if you don't have all the details confirmed yet – you can always make updates later.

2

How to Get Involved (Continued)

You are now ready to plan your event!

Ideas for Make Music Day Events:

• **Invite your customers or community groups to participate in a public, hands-on, music-making event at your business or at a local park.**

- Host an outdoor drum circle.
- Teach first-time musicians how to play the ukulele or harmonica, virtually or in person.
- Host an outdoor guitar strum-along for customers and community members.
- Invite musicians to meet up outside a local nursing home and play “window serenades” to those inside.

• **Host a day of outdoor concerts/showcases/open mics for the lesson-taking students in your community.**

- If you’re in an area with a local Make Music Day organizer, reach out to them for help promoting your event to musicians and media all over the city.

• **Case Studies: Videos from NAMM Members**

Music retailers and suppliers around the country have found their own creative ways to make an impact with Make Music Day.

[Click here to hear their stories.](#)



For advice and more information on getting involved, contact Aaron Friedman at aaron@makemusicday.org.



3 Publicity Resources

Resources:

A variety of resources are available to help you plan your Make Music Day event.

makemusicday.org/media/event-toolkit/

Media Release Templates:

- Press Release: Announce your participation in Make Music Day.
- Media Advisory: Use close to your event to provide specific details.

Social Media Assets:

A variety of social media assets are available to use

makemusicday.org/media

Official hashtag: #MakeMusicDay

Make Music Day Social Media Accounts

Connect with Make Music Day on Social Media:

 Facebook: facebook.com/makemusicday

 Twitter: twitter.com/makemusicday

 Instagram: instagram.com/makemusicday

Websites:

Make Music Day:

makemusicday.org

Questions?

Contact:

Make Music Alliance – Aaron Friedman
aaron@makemusicday.org

NAMM Public Relations
publicrelations@namm.org





Agenda Report

26-169

Agenda Date: 3/2/2026

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Potential Action on the Cultural Commission Work Plan and Activities for FY 2025/26

BACKGROUND

Annually, the Cultural Commission (“Commission”) identifies three to five specific, measurable, attainable, realistic, and time-bound goals and related activities to guide its work. The annual Work Plan is intended to focus the Commission’s efforts, align with City Council priorities, and operate within the existing budget direction and resource limitations.

At the April 7, 2025 regular meeting, the Commission adopted its FY 2025/26 Work Plan goals and associated activities. Throughout the fiscal year, the Commission may review progress, adjust priorities, establish subcommittees, and provide direction to ensure implementation remains aligned with adopted goals and respond to emerging opportunities or constraints.

The adopted goals and current status of related activities are summarized below:

GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.

- A. Plan and implement Summer Concerts in FY 2025/26 - Completed
- B. Street Dance 2025 - Completed
- C. Plan and host Friday Night Live Events - On Hold
- D. Explore the feasibility of hosting a Group Wedding - On Hold
- E. Secure sponsors for Cultural Commission special events in FY 2025/26 - Ongoing

GOAL #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 for public benefit - In Progress
- B. Support Traffic Box Program - In Progress
- C. Host Indoor Sculpture Exhibition - On Hold
- D. Host Halloween Home & Holiday Home Decorating Contest and recognition: 1 winner per Council District, 1 group entry winner, 1 Best of the Best - Completed
- E. Update and maintain City interactive web-based public art map - In Progress

GOAL #3: Raise the visibility of commemorative months.

- A. Identify a space, format, and cultural holidays to curate and facilitate the celebration of commemorative month - In Progress

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

- A. Present accomplishments to City Council annually
- B. Develop, maintain, and grow partnerships and collaborations with external organizations

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

- A. Develop public/private partnerships to invest and promote the Arts in Santa Clara
- B. Develop, promote, and implement Citywide Arts Master Plan alongside the City Council

DISCUSSION

At the March 2, 2026, meeting, the Commission will review the FY2025/26 Work Plan (Attachment 1), discuss progress to date, and consider edits, reprioritization of activities, or adjustments based on available funding and staff capacity.

The Commission may also identify subcommittees to advance specific projects and provide direction to staff regarding implementation strategies. Any modifications to the Work Plan will ensure continue alignment with Commission goals, City priorities, and budget constraints.

Through this agenda item, the Commission may provide updates and take actions to refine the Work Plan for the remainder of FY 2025/26.

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 projected for Commission activities for FY 2025/26 is \$57,541. Funding allocations for individual projects are identified in the Work Plan and voted on by the Commission.

Any adjustments to project priorities or scope will be managed within the Commission’s existing adopted budget and available resources. No adjustment request is being made as part of this action.

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

Discuss and potentially take action on the Cultural Commission Work Plan and Activities for FY 2025/26.

Prepared by: Robin Shaddle, Recreation Supervisor
Reviewed by: Kimberly Castro, Recreation Manager
Approved by: Damon Sparacino, Director, Parks & Recreation

ATTACHMENTS

1. Cultural Commission Work Plan and Activities FY2025/26



**City of
Santa Clara**

Cultural Commission

Work Plan Fiscal Year 2025/26

CITY CHARTER SECTION 2.120.140

The Cultural Commission shall consist of seven members, who shall not hold any paid office or employment in the City government and shall have the following powers, functions and duties:

- (a) Act in an advisory capacity to the City Council in all matters pertaining to cultural enrichment and beautification of the City, sister city relationships and international exchanges.
- (b) Encourage the beautification of the City and programs for the cultural enrichment of the City.
- (c) Foster cultural events, activities and displays that celebrate the City's native and historic cultures and present diversity.
- (d) Assist in the planning and supervision of international exchange activities with our sister communities, sharing friendship, skills and concerns.
- (e) Develop individual contacts designed to enhance international communication and understanding.
- (f) Encourage educational, cultural, sports, technical and governmental exchanges to help acquaint citizens of Santa Clara with cultural and political diversity abroad.
- (g) Perform other such duties and exercise such powers as the City Council may impose or require. (Ord. 1908 § 4, 7-16-13).

COUNCIL PRIORITIES

Excellent City Government: Valued City Services; Reliable Funding; Well-Managed Stadium; Trusted and Engaged City Government

Reliable Infrastructure: Resilient and Well-Maintained Infrastructure; Accessible Transportation Options

Outstanding Quality of Life: Affordable Housing and Supportive Services; Safe Community; Quality Parks Programming and Cultural Amenities

Thriving Community: Vibrant Local Community

COMMISSION PRIORITIES

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 goals for the FY 2025/26. The annual budget projected for Commission activities for FY 2025/26 is \$57,541. 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.				
Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
Plan and implement Summer Concerts in FY 2025/26 6:30 – 8 p.m.	Samara/Diaz/Roy	Concerts in 2025 Central Park July 11 - Sona July 25 – Orchestra Borinquen Live Oak Aug. 15 – Hitmen	Priorities 4 & 6 Summer 2025- \$32,648 (GFI- \$30,148 + \$2,500-1 stage)	Attendance Budget Feedback
		Concerts 2026: 7/10; 7/17; 7/24; 7/31, 8/14 @ Live Oak. Other date locations TBD.	Put concert info in bill insert.	

Street Dance	Samara/Diaz/Roy	August 1, 2025 Neon Velvet August 7, 2026. GFI working on booking band.	2025 Complete	Attendance: 3,000
Plan and Host Friday Night Live Events		Hold until FY 2026/27	In Progress	
Explore the feasibility of hosting a Group Wedding		Hold until FY 2026/27	Priority 1	

Secure sponsors for Cultural Commission special events in FY 2025/26		2025: Concerts in the Park: \$12,500 2025: Street Dance: \$11,750	Priority 6 Release package February	
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GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.

Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
Advise and recommend public art to City Council for public benefit	von Huene/Garg	Reception for Nebula Rider 7/17 at 11am. Exhibition 7/16 – 11/14/2025 Extended through 2/14/2025 Reallocate up to \$500 for vinyl banners to advertise exhibition.	Priority 4 Outdoor Temporary Art Installation, allocate \$12,500 City Hall Plaza \$1000 reception	Outdoor Temporary Exhibit

Support Traffic Box Program	Diaz	Held Zoom meeting with artists Oct. 22, 2025 2-are complete; 2 ready to go; 2 in insurance stage	Priority 4 Allocation to \$6,000 6 boxes \$1,000 2/26 – 2 are complete, 3 ready to go. One to get started soon. 1 insurance compliance issue.	6 Boxes get painted
Host Indoor Sculpture Exhibition		Hold Until FY 2026/27	Priorities 4 & 6	Amount of entries Feedback Engagement
Host Halloween Home & Holiday Home Decorating Contest and Recognition	Garg – Halloween Pontious – Halloween Roy – Halloween	Release Contest Oct.7 Oct. 27 Deadline for submissions. Oct. 30 Judging due; Announcements & Signs out. Holiday – 11/24 Release Contest 12/19 Deadline for submissions 12/21 Judging due 12/22 Announcements made 12/22-12/23 Signs out	Priority 6	# of Entries Feedback & Engagement Visits to homes were grateful. Schedule worked and having weekend to view homes.

Update and maintain City interactive web-based public art map	Diaz/von Huene/Samara	In progress. See Art Map.	Priority 4	
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GOAL #3: Raise the visibility of commemorative months.				
Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
Identify a space to curate and facilitate the celebration of Commemorative Months and which cultural holidays to celebrate and via what medium	Das/von Huene/Garg	December 16 – Special Order of Business at Council – Human Rights Month – 7:00 p.m. MLK Event 1/14 @ Library Lunar New Year 1/31-2/1	Priority 4 Photo booth props for Tree Lighting. Black History Month-Proclamation at 2/10 mtg. Milan Balinton, ED of the African American Community Service Agency to receive.	Library and School District will circulate the coloring pages in the month of December.
GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.				
Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes

Present accomplishments to City Council annually	von Huene		Priority 6	
Develop, maintain, and grow partnerships and collaborations with external organizations.	von Huene/Pontious		<p>Priority 6 Mission College for Summer Concerts.</p> <p>Wednesdays, Jazz genre, offered commission collaboration for 6/3 concert. \$1500 – 2025</p> <p>Collaboration with Ding Ding TV for Lunar New Year event. Successful. Participate again in 2027.</p> <p>Korean Federation contacts/collaboration</p> <p>Developing partnership/relationship with library for MLK Choral reading and additional events TBD.</p>	
GOAL #5: Prepare for Citywide Arts Master Plan Process.				
Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes

Develop private/public partnerships to invest and promote the Arts in Santa Clara	von Huene		Priorities 4 & 6	
Develop, promote, and implement Citywide Arts Master Plan alongside the City Council	von Huene/Pontious Garg		<p>Priorities 4 & 6</p> <p>Staff has meeting with procurement SOW process.</p> <p>Parks Master Plan presented to P&R commission in March and City Council end of March. Arts Master Plan in Purchasing to develop RFP.</p>	Work with Parks & Recreation Department on community engagement and delivery of project.