



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, June 2, 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/82207705371>

Meeting ID: 82207705371

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1. **25-625** [Action on Cultural Commission Regular Minutes of May 5, 2025](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of May 5, 2025

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. **25-626** [Elect a Chair and Vice Chair of the Cultural Commission for FY 2025/26](#)

Recommendation: Nominate and elect a Chair and Vice Chair for the Cultural Commission for the FY 2025/26 term.

3. **25-627** [Discuss and Update the Cultural Commission's Work Plan Goals and Objectives for FY 2024/25 and FY 2025/26](#)

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next regular meeting of the Cultural Commission is scheduled for Monday, July 7, 2025 at 7:00 PM.

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](https://twitter.com/SantaClaraCity)

Agenda Report

25-625

Agenda Date: 6/2/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Minutes of May 5, 2025

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of May 5, 2025

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Parks & Recreation Director

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting May 5, 2025



City of Santa Clara

Meeting Minutes Cultural Commission

05/05/2025

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

The meeting was called to order by Chair Marinaro at 7:02 PM.

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

Absent 1 - Commissioner Abinas Roy

A motion was made by Commission von Huene and seconded by Commissioner Garg to excuse Commissioner Roy from the meeting

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

Absent: 1 - Commissioner Roy

CONSENT CALENDAR

1. [25-513](#) Action on Cultural Commission Regular Minutes of April 7, 2025

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of April 7, 2025

A motion was made by Commissioner Samara and seconded by Commissioner von Huene to approve the regular meeting minutes from April 7, 2025.

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

Excused: 1 - Commissioner Roy

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [25-515](#) Discuss and Update the Cultural Commission's Work Plan Goals and Objectives for FY 2024/25 and FY 2025/26

The Commission provided updates to the work plan and activities. Commissioner von Huene provided an update on the submissions for the "Call for Artist" for the Outdoor Temporary Sculpture Exhibit.

A motion was made by Commissioner Diaz and seconded by Commissioner Samara to move "Nebula Rider" into agreement for the Outdoor Sculpture Exhibit program.

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

Excused: 1 - Commissioner Roy

STAFF REPORT

Recreation Manager Castro shared that the June meeting agenda will include election of the Chair and Vice Chair for Fiscal Year 2025/26. In addition, it will be time to begin community outreach for the Street Dance.

COMMISSIONERS REPORT

Commissioner von Huene attended Cirque du Soleil and recommends it. **Commissioner Marinaro** attended Zorro the opera and recommends it. **Commissioner Garg** attended the Cherry Blossom Festival in Cupertino and made contact with potential sponsors.

ADJOURNMENT

A motion was made by Commissioner von Huene and seconded by Commissioner Samara to adjourn the meeting at 7:35 PM.

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

Excused: 1 - Commissioner Roy

The next regular meeting of the Cultural Commission is Monday, June 2, 2025 at 7:00 PM.

MEETING DISCLOSURES

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Agenda Report

25-626

Agenda Date: 6/2/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Elect a Chair and Vice Chair of the Cultural Commission for FY 2025/26

COUNCIL PILLAR

Enhance Community Engagement and Transparency

BACKGROUND

At the beginning of each fiscal year (FY), the Cultural Commission (Commission) elects a Chair to facilitate the monthly meetings and a Vice Chair that presides over the meeting in the event the Chair is unavailable. The role of the Chair is to facilitate monthly meetings, speak at City Council meetings when necessary to convey the work of the Commission, and to work with the Staff Liaison on preparation of the Commission meeting agendas. The role of the Vice Chair is to fulfill the role and responsibilities of the Chair when the Chair is not available.

DISCUSSION

A new Chair and Vice Chair will be elected at the June 2025 Regular Meeting of the Commission. Commissioners may nominate any individual commissioner to serve in each position (Chair, Vice Chair). Nominated commissioners can either accept or decline. If they accept the nomination, then the Chair will allow for discussion, public comment, and then call for a vote. Commissioners will vote for one candidate to serve in each role. The commissioner who receives the most votes for each position will assume the responsibilities of the role for which they were elected, starting in July 2025.

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

There is no fiscal impact to 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 <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Nominate and elect a Chair and Vice Chair for the Cultural Commission for the FY 2025/26 term.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Parks & Recreation Director



Agenda Report

25-627

Agenda Date: 6/2/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Discuss and Update the Cultural Commission's Work Plan Goals and Objectives 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 Contests 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 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 public-private 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 subsequent meetings, the Commission continued to discuss progress made towards the goals and made minor modifications to the goals.

DISCUSSION

At the June 2, 2025, 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: Damon Sparacino, Director of Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan FY 2024/25 & 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 2024/25. The FY 2024/25 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 6:30 – 8 p.m.	Samar Diaz	Concerts in FY 2024/25 Central Park June 13 - Houserockers June 27 – Chrome Deluxe Concerts in FY 2025/26 Central Park July 11 - Sona July 25 - Orchestra Borinquen Live Oak Aug. 15 - Hitmen	Summer 2025-\$32,648 (GFI-\$30,148 + \$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	Work in Progress
Plan and Host the Street Dance	Samara Garg Diaz	Aug. 1, 2025 Neon Velvet	Plan for bike parking, free water, perhaps chalk art space \$9188 + 10,000 staffing + \$2,500 stage and \$1,700 road closures (\$23,388)
Plan and Host Friday Night Live Events	Garg Roy Samara	Search for additional sponsors to host Friday Night Live	In Progress for fall event at MCCPA
Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25		Sponsor Packages released in February 2025	Sponsor packet completed.

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	“Call for Artist” Feb/Mar	Outdoor Temporary Art Installation, allocate \$12,500 City Hall Plaza \$1000 reception
Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program	Diaz	Traffic box locations approved in Nov. 2024 Call for Artist released May.	Allocation to \$6,000 6 boxes \$1,000 (Now includes \$250 for insurance)
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 Completed.	Allocation for reimbursement of expenses up to \$750 \$350
Host Halloween Home & Holiday Home Decorating Contest and Recognition Consider: Redefine Rules and Process for upcoming contests: Previous year winners are not eligible for the same prize two years in a row – to include adding rubric for contestants (community) for 2025.	Garg Roy Marinar o	Completed.	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		Diaz to provide sites to City
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	In progress	Sub-committee met to discuss options in April.
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 Roy and Garg to attend. No one is attending — funds are being reallocated to Traffic Boxes and Sculpture Exhibit
Present work plan accomplishments and activities to City Council annually.	Chair or Vice Chair	Complete	Special Order of Business 4/29
Develop one new partnership and collaboration with an external organization.			Mission College is interested in cross promotion. Explore opportunities for placemaking in Rivermark. Consider Holi Event Explore collaboration with SCUSD

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		Outreach to contacts for partnerships and sponsorship
Review, comment, and assist with the implementation of a citywide Art Master Plan	von Huene Marinaro		Requested budget in FY 2025/26