Draft

City of Santa Clara

Meeting Minutes

Cultural Commission

12/06/2021	7:00 PM	Virtual Meeting

Pursuant to California Government Code section 54953(e) and City of Santa Clara Resolution 21-9013, the Cultural Commission will be held by teleconference only. No physical location will be available for this meeting; however, the City of Santa Clara continues to have methods for the public to participate remotely:

Via Zoom:
https://santaclaraca.zoom.us/j/98272283531

Webinar ID: 982 7228 3531

Or join by phone: 1-669-900-6833

CALL TO ORDER AND ROLL CALL

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

Present 7 - Commissioner Siddarth Sundaram, Commissioner Louis Samara, Chair Debra von Huene, Vice Chair Candida Diaz, Commissioner Jonathan Marinaro, Commissioner Paul McNamara, and Commissioner Jennifer Vega

CONSENT CALENDAR

1. 21-1499 Cultural Commission Regular Meeting Minutes of November 1, 2021

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of November 1, 2021.

A motion was made by Commissioner Samara, seconded by Vice Chair Diaz that this item be approved, The motion passed with the following vote:

Aye: 7 - Commissioner Sundaram, Commissioner Samara, Chair von Huene, Vice Chair Diaz, Commissioner Marinaro, Commissioner McNamara, and Commissioner Vega

2. 21-1634 Discussion and Updates to Cultural Commission Work Plan Goals and Activities for FY 2021/22 and FY 2022/23

Recommendation: Provide updates to Cultural Commission work plan goals and activities for FY 2021/22 and FY 2022/23

Commissioners reported the following on the Work Plan.

Goal #1-Host and enhance multicultural events to encourage and acquaint Santa Clara with Cultural diversity.

Commissioner Samara and **Commissioner Sundaram** met to discuss hosting outdoor events. The Street Dance is on the calendar for August 5.

Commissioner Samara and **Commissioner Diaz** will meet regarding sponsorship opportunities.

Goal #2-Develop and encourage interactive art opportunities to provide temporary , performing, cultural and public art in the City.

Vice Chair Diaz reported that 5 of 6 of the Utility Art Boxes are completed. She mentioned that artist of the Utility Box at the corner of Agnew and Harrigan was the most recent artist to complete a Utility Box. She stated the artist was approached by a resident for possible graffiti and that it was a negative experience for the artist. She stated that the artist added a statement that "Art is not Graffiti" to her artwork, which was later removed, as it was not approved in advance. **Vice Chair Diaz** mentioned the artwork is visible and beautiful and the artist was happy to complete the project. **Vice Chair Diaz** mentioned that the final artist is not in compliance with insurance. Staff will check with Finance what the next steps will be since the check is already processed.

Holiday Home Decorating Contest is now open. **Vice Chair Diaz** thanked staff for the artwork. The commissioners will be the judges by District.

Art Map-The map is updated with the Utility Boxes.

Surviving Covid Exhibition-**Chair von Huene** acquired addresses and information for the Top 20 semi finalists and agreements will be processed and sent in January. There will be an online survey to vote and winners will be announced.

Goals # 3-4 - Raise visibility of Commemorative months and Enhance communication and media strategy to increase community awareness of the Cultural Commission.

Objective #2 will be removed from Goal #3. **Commissioner Marinaro** will be added to Goal #3 on the work plan.

Commissioner Garcia shared a presentation on the Commemorative Months and Marketing Strategy. She shared an Event Strategy and identified communication channels. She would like to launch Instagram and developed a Communications Strategy. She encourages commissioners to report and post regularly to increase social media presence. She shared traditional marketing strategies. She hopes to kick off the campaign in January. She introduced new hash tags, reviewed each months events and discussed possible future posts and video opportunities.

Chair von Huene and **Commissioner Vega** will meet regarding Instagram. **Commissioner McNamara**, **Commissioner Marinaro** and **Commissioner Garcia** will meet and report back at the Feb. meeting.

Goal #5- Prepare for Citywide Arts Master Plan Process.

Chair von Huene was working with partnering with Santa Clara University. They decided to wait until a new President is appointed, so the project is delayed. Applications are due in August.

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

STAFF REPORT

Recreation Manager Castro met with the music producer regarding entertainment for next year. She reported that the Tree Lighting event was well attended. She reported it was the first year with a Snow Park at the event, which drew a crowd. She reported that facilities are closed for 2 weeks from Dec 20-Jan. 3 due to budget reductions. She stated the Parks & Recreation Dept. is hosting the Nutcracker and that the Activity Guide Production is in progress and registration is starting Dec. 13. She stated the Department is currently recruiting for part time staff.

COMMISSIONERS REPORT

Commissioner Samara stated he will be on vacation from Dec. 21-Jan 1. **Commissioner Sundaram** mentioned he would like to attend the Art of the Brick in San Francisco. He stated it is a huge Lego Art Exhibition. **Chair von Huene** stated she went to Seattle in November and went to the Museum of Popular Art. She mentioned there was a Disney heroes and villains exhibition with all the costumes on display.

ADJOURNMENT

A motion was made by Commissioner Marinaro, seconded by Commissioner Sundaram, that the meeting be adjourned at 8:16 p.m.

Aye: 7 - Commissioner Sundaram, Commissioner Samara, Chair von Huene, Vice Chair Diaz, Commissioner Marinaro, Commissioner McNamara, and Commissioner Vega

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If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

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