



City of Santa Clara

Meeting Minutes

Cultural Commission

05/01/2023

7:00 PM

Hybrid Meeting
City Manager's Conf. Room
City Hall - East Wing
1500 Warburton Avenue
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: 982 7228 3531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

Chair Diaz called the meeting to order at 7:04 p.m.

Present 5 - Commissioner Siddarth Sundaram, Commissioner Debra von Huene, Chair Candida Diaz, Commissioner Jonathan Marinaro, and Commissioner Paul McNamara

Absent 1 - Vice Chair Louis Samara

CONSENT CALENDAR

1.A [23-536](#) Cultural Commission Regular Meeting Minutes of April 3, 2023

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of May 1, 2023

A motion was made by Commissioner von Huene, seconded by Commissioner Marinaro, that this item be approved. The motion passed with the following vote:

Aye: 5 - Commissioner Sundaram, Commissioner von Huene, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Absent: 1 - Vice Chair Samara

PUBLIC PRESENTATIONS

A member of the Parks & Recreation Commission, Eversley Forte, provided a brief update for the Multi-Cultural Market event, which will be a joint effort of the Parks & Recreation and Cultural Commissions. The target date is a Friday evening in August, 2024, as part of the Friday Night Live series. The focus would be on the Korean community. There would be two (2) bands, food booths and activities. Commissioner Samara will follow up with additional details.

GENERAL BUSINESS

2. [23-538](#) Discussion of Cultural Commission Work Plan Goals and Activities for FY 2022/23 and FY 2023/24

Recommendation: Provide updates to Cultural Commission Work Plan goals and activities for FY 2022/23 and FY 2023/24.

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

Summer Concerts in the Park-

Commissioner Sundaram reported a Bollywood themed concert will be considered for as an idea for next year. The Fog City Swampers are confirmed for June 23 at Live Oak Park.

Commissioner Samara will send a sign up sheet for the concerts. At least two (2) commissioners should attend each concert.

Patelco is a confirmed sponsor for the Concerts in the Park.

Street Dance-Pop Rocks, Aug. 4

Fliers should be delivered to businesses at least two (2) weeks in advance (July 24). Commissioners should arrive by 4 p.m.

Commissioners will check with businesses for additional sponsors.

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

Public Art:

Commissioner von Huene reported that the installment of the mechanical horse at Santa Clara University, STEM building, is targeted for the fall.

Recreation Manager, Castro and Chair, Diaz met with Connie Martinez, CEO of Silicon Valley Creates (SV Creates). Information will be gathered on the South Bay Collective, and commissioners may attend their monthly meetings, but the commission will not move forward with the MOU for this project for this year.

Utility Boxes: Will wait for a Call for Artists until after the art installation has been secured.

Home Decorating Contests: Contests are complete. No action required.

Google Map: Chair Diaz will continue updating the map with the completed Utility Boxes.

Goal #3. Raise the visibility of commemorative month celebrations:

Coloring Book Project- Chair Diaz reported the agreement for artist, Giada Conte, is in progress and the new commemorative month pages will roll out in June. The months recognized will be in alignment with the recognized City holidays and incorporate days/themes into the artwork.

Commissioner von Huene will post the May coloring page on social media.

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

The Commission discussed allocating additional resources to marketing, advertising and outreach. The Commission would like to increase visibility through social media and marketing for events. The possibility of ads and print media was discussed.

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

There was a discussion on SV Creates and their involvement with the Arts Master Plan. **Commissioners von Huene and McNamara** spoke to the City Manager's Office and they can't provide information at this time. The sub-committee has been working on the draft so when the City Council is ready to move forward, the Commission will be prepared.

Patrick Henry Drive Art Center-The contract for tenant improvements will be presented to City Council on May 23. Outreach will start soon after. They will have a booth at the 4th of July All City Picnic.

3. [23-537](#) Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2023/24

Recommendation: Develop and recommend Cultural Commission work plan goals and activities for FY 2023/24.

Commissioners discussed the current goals (listed below) and made recommendations for FY 2023/24.

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

The Commission discussed adding Friday Night Live to this Goal. They would like to research options to host Friday night Live at the Triton, as they had in the past.

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

The Commission would like to continue the Holiday and Halloween Home Decorating Contests and would like them to be listed as one line item. They would like to continue the Utility Box Art Program. They suggested adding an indoor Sculpture Exhibition at City Hall or one of the City libraries.

Goal #3. Raise the visibility of commemorative month celebrations:

The Commission had no recommended changes to this goal.

Goal #4. Enhance communication and media strategy to increase community awareness of the Cultural Commission: The Commission had no recommended changes to this goal and would like to continue marketing all events to citizens.

Goal #5. Prepare for Citywide Arts Master Plan Process: In addition to the current objectives, **Commissioner McNamara** would like to include art education. He will develop a proposal to present at the next meeting.

STAFF REPORT

Recreation Manager Castro reported the following items:

The Health and Wellness Fair is scheduled for May 19 from 11 a.m.-2 p.m. in Fremont Park, adjacent to the Senior Center. There will be nearly 50 exhibitors providing health and wellness information and resources for caregivers and seniors.

Construction began for the Magical Bridge All-Inclusive Playground in Central Park. Groundbreaking is scheduled for May 19 at 3 p.m.

Images and content is being developed for the concerts and the Street Dance. Fliers will need to go out to inform the public and establishments.

COMMISSIONERS REPORT

Commissioner von Huene attended *Natasha, Pierre, and the Great Comet* at the SJ Playhouse. It was a musical based on 70 pages of *War and Peace*. She also attended Michaelangelo's Sistine Chapel Exhibition at Oakridge Mall. She was inspired and recommended all to attend.

She will be in Hawaii during the June meeting. She would like to call in for the meeting.

Commissioner Sundaram may be traveling during the June meeting. He will inform the commission of his attendance. He also attended Jon Pardi in Berkeley, as he is a country fan.

Commissioner Marinaro attended *Tosca* through San Jose Opera. He recommended the commission attend the 2023/2024 season. He also attended the *They Might be Giants Concert*.

Commissioner McNamara has been enjoying watching old movies: 100 years of Warner Brothers.

ADJOURNMENT

A motion was made by Commissioner McNamara, seconded by Commissioner Sundaram that the meeting be adjourned at 8:19 p.m. The motion passed with the following vote:

Aye: 5 - Commissioner Sundaram, Commissioner von Huene, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Absent: 1 - Vice Chair Samara

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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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