



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, April 6, 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>

Webinar ID: 822 0770 5371

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1. 26-334 [Action on the Cultural Commission Regular Minutes of March 2, 2026](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of March 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. 26-403 [Review and Discuss Joining the Make Music Alliance in 2027 and Participating in Make Music Day on June 21, 2027](#)

Recommendation: Discuss and provide direction on the City of Santa Clara's participation in the Make Music Alliance and Make Music Day on June 21, 2027.

3. 26-337 [Discussion and Potential Action on the 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, May 4, 2026 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

Agenda Report

26-334

Agenda Date: 4/6/2026

REPORT TO CULTURAL COMMISSION

SUBJECT

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

RECOMMENDATION

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



City of Santa Clara

Meeting Minutes

Cultural Commission

03/02/2026

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:

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Meeting ID: 822 0770 5371

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

The meeting was called to order by Vice Chair Diaz at 7:01 p.m.

Present 5 - Commissioner Abinas Roy, Vice Chair Candida Diaz, Commissioner Charles Pontious, Commissioner Kuku Das, and Commissioner Louis Samara

Absent 2 - Chair Debra von Huene, and Commissioner Neetu Garg

A motion was made by Commissioner Roy and seconded by Commissioner Das to excuse Chair Von Huene and Commissioner Garg from the meeting.

Aye: 5 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Commissioner Das, and Commissioner Samara

Absent: 2 - Chair von Huene, and Commissioner Garg

CONSENT CALENDAR

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

A motion was made by Commissioner Samara and seconded by Commissioner Roy to approve the minutes from the February 2, 2026 meeting.

Aye: 5 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Commissioner Das, and Commissioner Samara

Excused: 2 - Chair von Huene, and Commissioner Garg

PUBLIC PRESENTATIONS

Robbin Kawabata addressed the Commission during Public Comment on a non-agendized item. She proposed adding Japanese American - Day of Remembrance, Feb. 19, to the Commission's Commemorative Months & Cultural Celebration's dates.

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

Aaron Friedman, Executive Director of Make Music Alliance presented on "Make Music Day" to the Commission.

A motion was made by Commissioner Pontious to recommend City Council support "Make Music Day" in Santa Clara, and was seconded by Commissioner Das.

Aye: 5 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Commissioner Das, and Commissioner Samara

Excused: 2 - Chair von Huene, and Commissioner Garg

A motion was made by Commissioner Pontious and seconded by Commissioner Das for the Cultural Commission to fund the \$350 annual fee required to join the Make Music Alliance.

Aye: 5 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Commissioner Das, and Commissioner Samara

Excused: 2 - Chair von Huene, and Commissioner Garg

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

The Commission added Japanese American - Day of Remembrance, Feb. 19, to the Commemorative Months calendar.

A motion was made by Commissioner Pontious and seconded by Commissioner Das to add Make Music Day as an activity under Goal #2 of the Cultural Commission Work Plan and Activities for FY 2025/26.

Aye: 5 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Commissioner Das, and Commissioner Samara

Excused: 2 - Chair von Huene, and Commissioner Garg

STAFF REPORT

Recreation Supervisor Shaddle shared some upcoming events; Asian American Stories, an event partnership with the Santa Clara Library, Silicon Valley Community Media and DingDing TV will take place May 9, 3-9 p.m., Showtime, an annual fundraiser put on by the Santa Clara Women's League, which raises money for the Health & Wellness Program at the Santa Clara Senior Center, taking place March 6-8 at the Community Recreation Center; and Roberta Jones Junior Theatre's production of Matilda, opening March 20.

Manager Castro discussed Commissioners attending the Americans for the Arts Conference in Albuquerque, New Mexico, June 2-5, 2026 and the updated guidelines for commissioners attending conferences and training events.

COMMISSIONERS REPORT

Vice Chair Diaz visited Spokane, Washington and Coeur d'Alene, Idaho and was impressed by the amount of public art in both cities, including many statues, murals and screen printed and wrapped utility boxes.

Commissioner Das attended the Celebrate Santa Clara: A Day on the Field event at Levi's Stadium and enjoyed all the music.

Commissioner Samara attended the Celebrate Santa Clara: A Day on the Field event.

Commissioner Pontious attended the Superbowl at Levi's Stadium.

ADJOURNMENT

A motion was made by Commissioner Pontious to adjourn the meeting at 8:20 p.m. and was seconded by Commissioner Samara.

Aye: 5 - Commissioner Roy, Vice Chair Diaz, Commissioner Pontious, Commissioner Das, and Commissioner Samara

Excused: 2 - Chair von Huene, and Commissioner Garg

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

MEETING DISCLOSURES

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Agenda Report

26-403

Agenda Date: 4/6/2026

REPORT TO CULTURAL COMMISSION

SUBJECT

Review and Discuss Joining the Make Music Alliance in 2027 and Participating in Make Music Day on June 21, 2027

BACKGROUND

In 1982, the French Ministry of Culture established a new form of musical celebration, one in which free performances would fill public spaces and be assessable to all residents. Unlike a traditional music festival, the event was designed to be fully participatory: any musician could perform, and any location could serve as a venue. Held annually on June 21, the summer solstice, the event was named “Fête de la Musique,” a phrase that translates from French as both “Festival of Music” and “Make Music.” Over the past four decades, this celebration has grown into a global movement, now observed in more than 2,000 cities worldwide. On June 21, 2025, 147 cities across the United States participated, collectively organizing 5,471 Make Music Day free concerts as part of this international event.

The Make Music Alliance is seeking to expand the celebration throughout the South Bay and has engaged neighboring communities as potential participants. The City of San Jose has participated as “Make Music San Jose” for several years, and thirteen California cities currently take part in Make Music Day. The next event will be held on June 21, 2026.

A member of the Cultural Commission was first introduced to the Make Music Alliance and Make Music Day at the Silicon Valley Creates Municipal Arts Roundtable on January 27, 2026. The Commission subsequently received a presentation from a representative of Make Music Alliance and the Department of Parks & Recreation (Department) at its March 2, 2026 meeting. The Commission voted (5-0) to recommend that the City Council support the City of Santa Clara joining the Make Music Alliance and participating in Make Music Day.

Since the March meeting, staff have identified additional information regarding the program. The purpose of this report is to provide the Commission with updated information and to seek direction on the City’s Santa Clara’s potential participation in the Make Music Alliance and Make Music Day in 2027.

DISCUSSION

Each Make Music Day event is independently organized, annual membership in the Make Music Alliance requires fee that varies based on the non-profit or for-profit organization’s Make Music program budget. For non-profit organizations, fees range from \$350 to \$5,000 for budgets under \$3,000 to budgets of \$100,000 and higher (Attachment 1). Members receive a comprehensive set of resources to support a successful local event, including access to a software platform and website, branded marketing materials, consultant support, and access to nationally sponsored creative programming initiatives.

Through the website provided by the Make Music Alliance, musicians can register their interest, describe their music, and request a performance space. Businesses, buildings, gardens, neighborhoods, and other locations may sign up to host performers, offering space, electricity, equipment, and promotional support. Musicians and venues can then browse available listings and coordinate directly to schedule performances on June 21. The platform also generates an interactive, searchable map and produces digital marketing materials for each participating city. The Make Music Day is always on June 21 and will rotate the day of the week each year.

City staff reviewed program components from other participating agencies to identify key elements for a successful event. Typical event costs include staff time and non-personnel expenses such as printing (posters and flyers), banners, promotional materials, photography and videography, social media outreach, and miscellaneous supplies. These event costs ranged from approximately \$1,300 to \$8,400 for events held between 2020 and 2023. Notably, two other California cities, Big Bear Lake and Long Beach, reported total costs of \$1,300 and \$2,500. The average cost is then estimated at \$4,200. Including a 20% contingency, the Department projects total event costs of approximately \$5,000. Based on the above budget, the annual membership fee is \$500, bringing the total projected first-year cost to \$5,500.

Since the March Commission meeting, City staff have reviewed the Make Music Alliance agreement and received additional information from the Alliance regarding the website onboarding process. The agreement process between the City and the Make Music Alliance may take up to eight weeks to complete, and event planning cannot begin until the agreement is executed. Given the limited timeframe to develop a program for 2026, staff recommend that the Commission consider observing the City of San Jose program in 2026 to gain insight into implementation. This approach would allow time to prepare the agreement for 2027, identify potential performance locations within the City, build partnerships, engage local musicians and music schools, and generate community interest for future participation.

The Commission will discuss the Make Music Day program and implementation process in the context of the current Work Plan. The Commission may provide direction on adding membership in the Make Music Alliance to the FY 2026/27 Commission Work Plan and allocating appropriate staff time and funding to support program implementation.

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 estimated cost to join the Make Music Alliance and host the Make Music Day is \$5,500. The proposed FY 2026/27 budget for Cultural Commission activities is \$58,693, which is sufficient to cover the membership fee and associated costs for the 2027 Make Music Day. Funding for participation is anticipated to be incorporated into the FY 2026/27 Cultural Commission Work Plan, subject to City Council approval.

COORDINATION

This report was coordinated with the Finance Department and City Attorney’s Office.

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

Discuss and provide direction on the City of Santa Clara's participation in the Make Music Alliance and Make Music Day on June 21, 2027.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Director of Parks & Recreation

ATTACHMENTS

1. Make Music Alliance Fee Table

Membership benefits are good for one calendar year upon payment of dues and signing a membership agreement.

Membership Dues

Dues are set on a sliding scale, based on each organization's Make Music budget. Non-profit organizations receive discounted rates.

Budget	Non-profit	For-profit
Under \$3,000	\$350	\$390
\$3,000 – \$5,999	\$500	\$600
\$6,000 – \$7,999	\$675	\$810
\$8,000 – \$9,999	\$850	\$1,020
\$10,000 – \$14,999	\$1,250	\$1,500
\$15,000 – \$19,999	\$1,750	\$2,100
\$20,000 – \$24,999	\$2,250	\$2,700
\$25,000 – \$29,999	\$2,750	\$3,300
\$30,000 – \$34,999	\$3,250	\$3,900
\$35,000 – \$39,999	\$3,650	\$4,380
\$40,000 – \$99,999	\$4,000	\$4,800
\$100,000 and up	\$5,000	\$6,000

Join now



Agenda Report

26-337

Agenda Date: 4/6/2026

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 April 6, 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- Megatones; 7/17; 7/24; 7/31- House Rockers, 8/14 @ Live Oak. Other date locations TBD.	Put concert info in bill insert. (\$3k expense)	

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 MCCPA dates reserved tentatively 9/25, 10/9, 10/16	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 Packet Released 3/2	
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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 3/2 – 2 are complete, 3 in process One to get started by summer.	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 successful. Schedule worked and having weekend to view homes was ideal.
Update and maintain City interactive web-based public art map	Diaz/von Huene/Samara	In progress. See Art Map.	Priority 4	

Make Music Day	Pontious/ Roy/ Das	Sunday, June 21, 2026 Motion approved to pay \$350 fee to join Make Music Alliance Subcommittee created Recommendation to council		Tentative awaiting Council approval
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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. Public presentation to add Japanese American Day of Remembrance 2/19. Recommend including it in the list. Seeking information on whether council will be presenting a proclamation	Library and School District will circulate the coloring pages in the month of December.

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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
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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>	<p>Work with Parks & Recreation Department on community engagement and delivery of project.</p>