



City of Santa Clara

Meeting Minutes

Cultural Commission

06/05/2023

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).

ViaZoom:

<https://santaclaraca.zoom.us/j/98272283531>

Meeting ID:98272283531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

Chair Diaz called the meeting to order at 7:06 p.m.

She announced June is LGBTQ+ Pride month and that Commissioner von Huene posted the June coloring page to the Cultural Commission Facebook page.

Present 4 - Vice Chair Louis Samara, Chair Candida Diaz, Commissioner Jonathan Marinaro, and Commissioner Paul McNamara

Excused 2 - Commissioner Siddarth Sundaram, and Commissioner Debra von Huene

A motion was made by Commissioner Marinaro, seconded by Vice Chair Samara, to excuse Commissioners Sundaram and von Huene.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

CONSENT CALENDAR

1.A [23-668](#) Cultural Commission Regular Meeting Minutes of May 1, 2023

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

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

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [23-670](#) 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-

Vice Chair Samara reported that Friday, June 9 is the first concert of the series at Central Park with David Martin's House Party. Advertising is underway. **Chair Diaz, Vice Chair Samara**, and Commissioners McNamera and Marinaro will attend the concert. Arrival time: 5:45/6 p.m.

Chair Diaz is unable to attend the concert on June 23.

Food Trucks for Concerts:

BBQ Kalbi-all
Cruisin Cafe-all
Kona Ice-all
Cousins Main Lobster-6/23 only.

Sponsors for Concerts:

CEFCU (\$2,500), SVP (\$10,000 includes Street Dance) and Patelco (\$1,550 includes Street Dance).

Food Trucks for Street Dance featuring Pop Rocks on 8/4:

BBQ Kalbi
Cruisin Cafe
Kona Ice
Cousins Main Lobster
Waffle Roost
Home Kitchen
Curiels Kettle Corn
Wetzel's Pretzels
Sister Cities

The Library's Book Mobile will be at the Street Dance.

Sponsors for Street Dance: Parade of Champions (\$250), SVP (\$10,000 includes Concerts), Patelco (\$1,550 includes Concerts) and Lonich Patton Ehrlich, PC (\$500).

Vice Chair Samara stated he will check with Seniore's Pizza to see if they

are interested in being a food booth at the Street Dance.

Commissioners took fliers and posters to deliver to businesses.

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

Public Art:

Commissioner Marinaro reported for **Commissioner von Huene** that the installment of the mechanical horse at Santa Clara University, STEM building, is targeted for the Fall and moving forward. It is 4,000 pounds and will include a film of how it was made.

Utility Box Art: No action required. Project will resume next year after the Public Art Exhibit.

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

Google Map: **Chair Diaz** updated the map.

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

Coloring Book Project:

Chair Diaz reported the artist, Giada Conte sent over three (3) calendar pages of completed art. Two (2) months were shared and approved. July is American Independence Month. September is National Hispanic Heritage Month. They are each one full page and then individual tiles that can be taped together to make a poster. The August page is being revised later in the week.

Commissioner Marinaro reported that the Sikh Community would like to be included in the commemorative months calendar.

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

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

No updates were given.

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

Community Outreach for Community Art Center:

Noll and Tam is the Architect for the Community Art Center at Patrick Henry Drive. Outreach materials are being developed. They will meet with the Commission in August or September regarding the project.

Arts Master Plan:

Commissioner Marinaro reported that they filed the 030 written petition for the Arts Master Plan. **Chair Diaz** reported that the Council would not move forward with the petition because the Commission did not take action and vote on it prior to taking formal action. City Council is aware that the Arts Master Plan is a goal of the Commission and the item will be added to the Goal Setting Agenda for the Summer. Once it is made a priority, then the commission can go back with the petition. Commissioners may attend the meeting, but it is not prioritized yet. **Cynthia Bojorquez**, Assistant City Manager, will attend the August or Sept. Cultural Commission meeting to provide additional feedback and answer questions. **Commissioner Marinaro** encouraged all Commissioners to attend the Goal Setting Meeting.

3. [23-672](#) 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. Work Plan reflects changes.

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

The Commission would like to keep the current activities: Concert Series, Street Dance, and Sponsors. Add Friday Night Live into Goal #1. Would like to host three (3) events.

1. Band at the Triton Museum
2. Student Youth Band-Music School in Campbell, Folkloric group.
3. Korean Event in connection with the Parks & Recreation Commission.

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

The Commission will alternate years with Sculpture Exhibit (Public Art) and Utility Box Art Program. Budget will be discussed in August. Keep Halloween and Holiday Home Decorating Contests and Public Art Map.

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

No changes to Goal # 3. Keep coloring book and commemorative months promotion.

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

Remove, Ensure Cultural Commission events and reports are marked and archived. Keep, Present regularly to City Council and add Commissioners to attend the Americas for the Arts Conference. Add, Document process for marketing and advertising of Cultural Commission events.

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

Keep Objective #1 as is: Participate in the Community Outreach process for the Development of the Community Art Center in Patrick Henry Drive Development. Objective # 2 will be: Develop public/private partnerships to invest and promote the Arts in Santa Clara. Change Objective #3: Develop, promote and implement Citywide Arts Master Plan alongside the City Council.

ADD: Goal #6-Identify and expand on Arts Education in the City of Santa Clara

Objective: Identify potential partnerships with schools/local organizations to expand arts and art education.

4. [23-673](#) Election of Cultural Commission Chair and Vice Chair to serve a One Year Term for FY2023/24

Recommendation: Elect a Chairperson and a Vice Chairperson to serve the Cultural Commission for a one year term for FY2023/24.

Commissioner Marinaro nominated Chair Diaz for the position of Chair for the 2023/24 Fiscal Year.

A motion was made by Commissioner Marinaro, seconded by Vice Chair Samara, to elect Chair Diaz as Chair for the 2023/24 Fiscal Year.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

Commissioner Marinaro nominated Commissioner von Huene, for the position of Vice Chair for the 2023/24 Fiscal Year.

A motion was made by Commissioner Marinaro, seconded by Commissioner McNamara, to elect Commissioner von Huene as Vice Chair for the 2023/24 Fiscal Year.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

STAFF REPORT

Recreation Manager Castro reported there will be no meeting in July. She requested commissioners to post the fliers and posters at Rivermark businesses and Franklin Square to advertise upcoming Concerts and Street Dance.

COMMISSIONERS REPORT

Commissioner Marinaro just got back from Italy. He went to Venice and Rome. He highly recommends the Key Tour at Sistine Chapel. He enjoyed the paintings, sculptures and tapestries.

ADJOURNMENT

A motion was made by Vice Chair Samara, seconded by Commissioner Marinaro, that the meeting be adjourned at 8:22 p.m.

Aye: 4 - Vice Chair Samara, Chair Diaz, Commissioner Marinaro, and Commissioner McNamara

Excused: 2 - Commissioner Sundaram, and Commissioner von Huene

MEETING DISCLOSURES

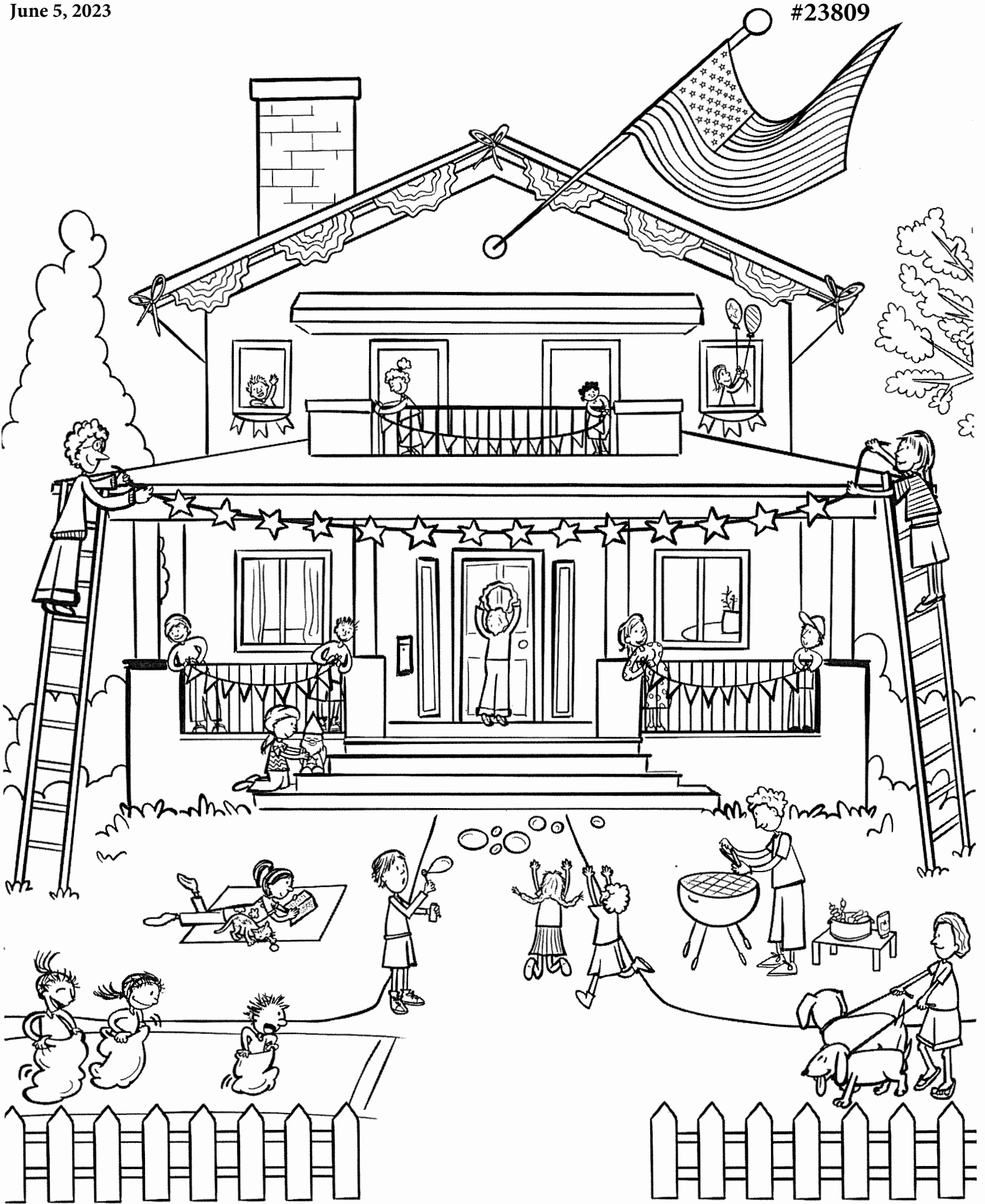
The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge 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."

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SEPTEMBER:

NATIONAL
HISPANIC
HERITAGE
MONTH



June 5, 2023

Santa Clara Cultural Commission – Paul McNamara

Proposed Goal for 2023-24: identify and expand on arts education in Santa Clara from K-12 through adult arts and cultural offerings.

Rationale

The need for arts education in any society is an ancient educational offering, where exposure and participation in the arts expands a person's understanding of the aesthetics and imaginative worlds in which it means to be human.

The need for arts education has a very practical rationale as well, namely to increase and sustain viable audiences for art over generations. At a time when the arts have incurred decreased funding both in schools and nonprofits, increasing arts education will provide an aesthetic vocabulary and inspiration to not only participate in the arts at all levels - studio arts, performance arts, music, theater, and digital humanities – but such educational undertakings will also inspire participation in arts venues, museums, concerts, bands, dances, and exhibits of all kinds throughout the city and region. Only when there is a lively audience for the arts and a demand for art will the arts thrive.

Lastly, arts education offers complementary learning dynamics to students and adults of all ages; from critical thinking to problem solving to the essence of how the imagination applied in a scientific and aesthetic way can lead to new innovations. Art and creativity are not limited to aesthetics only but are at the heart of innovation, new technologies, new media, artificial intelligence, machine learning, virtual reality, and an array of digital and creative endeavors that are now viable career paths for students and career changes for adults.

Goal 1

Identify K-12 school arts in the Santa Clara Unified School District:

- Number of classes taking arts; demographics; types of art; frequency
- Number of art teachers
- Degree and cost per student for art supplies and materials, space, performance costs and time
- Determine both in-school and out-of-school arts offerings, including arts organizations who have affiliate partnerships with out-of-school programming.

Goal 2

Determine Gap Analysis of arts in K-12, with a correlative recommendation for increasing arts education in those areas where art is not available; or where certain arts are not available: example, dance and theater or digital arts.

Goal 3

Determine the offerings from non-profits and community-based organizations who offer adult arts. Conduct similar gap analysis for increasing arts offerings by regional sector, art discipline, and any barriers to participation – such as economic, transportation, physical limitations.

Goal 4

Explore art's role in special education and at-risk youth, with similar gap analysis above; including those offering arts education and a commensurate strategy for increasing arts education to special needs students and adults.