



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, July 7, 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/98272283531>

Meeting ID: 98272283531

Or join by phone: 669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1. 25-715 [Action on Cultural Commission Regular Minutes of June 2, 2025](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of June 2, 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. 25-714 [Action to Recommend a New Cultural Commission Member to Serve on the Station Area Task Force](#)

Recommendation: Recommend that the Commission review the request from the Community Development Department and appoint a commissioner to serve on the Station Area Task Force.

3. 25-716 [Discussion and Potential Action on 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 scheduled meeting for Cultural Commission is on Monday, August 4, 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

25-715

Agenda Date: 7/7/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Minutes of June 2, 2025

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of June 2, 2025

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Parks & Recreation Director

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting June 2, 2025



City of Santa Clara

Meeting Minutes Cultural Commission

06/02/2025

7:00 PM

Hybrid Meeting
Santa Clara Senior Center
Room 205
1303 Fremont Street
Santa Clara, CA 95050

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<https://santaclaraca.zoom.us/j/82207705371>

Meeting ID: 82207705371

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CALL TO ORDER AND ROLL CALL

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

Present 6 - Commissioner Abinas Roy, Vice Chair Candida Diaz, Commissioner Debra von Huene, Chair Jonathan Marinaro, Commissioner Louis Samara, and Commissioner Neetu Garg

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

A motion was made by Commissioner von Huene and seconded by Commissioner Samara to approve the regular meeting minutes of the Cultural Commission from May 5, 2025

Aye: 6 - Commissioner Roy, Vice Chair Diaz, Commissioner von Huene, Chair Marinaro, Commissioner Samara, and Commissioner Garg

PUBLIC PRESENTATIONS

None.

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.

A motion was made by Chair Marinaro and seconded by Commissioner Samara to elect Commissioner von Huene to serve as the Chair of the Cultural Commission for FY 2025/26.

Aye: 6 - Commissioner Roy, Vice Chair Diaz, Commissioner von Huene, Chair Marinaro, Commissioner Samara, and Commissioner Garg

A motion was made by Commissioner Samara and seconded by Chair Marinaro to elect Commissioner Diaz to serve as the Vice-Chair of the Cultural Commission for FY 2025/26.

Aye: 6 - Commissioner Roy, Vice Chair Diaz, Commissioner von Huene, Chair Marinaro, Commissioner Samara, and Commissioner Garg

3. [25-627](#) 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. No action was taken at this time.

STAFF REPORT

Recreation Manager Castro shared an update on the Outdoor Sculpture Exhibit project, the Call for Artists for the Traffic Box Beautification Project and the Parks & Recreation Master Plan outreach process which is underway.

COMMISSIONERS REPORT

Chair Marinaro reported that he attended a concert last month.

Commissioner von Huene shared that she traveled to Europe and enjoyed site seeing and many museums.

Commissioner Garg shared that she traveled to Bali and tried local cuisine and site seeing.

Commissioner Diaz shared that she attended an art event in Eureka.

Commissioner Roy shared that he attended a silent yoga retreat and thought it was very beneficial.

ADJOURNMENT

A motion was made by Commissioner Diaz and seconded by Commissioner Samara to adjourn the meeting at 7:46 PM.

Aye: 6 - Commissioner Roy, Vice Chair Diaz, Commissioner von Huene, Chair Marinaro, Commissioner Samara, and Commissioner Garg

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

MEETING DISCLOSURES

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Agenda Report

25-714

Agenda Date: 7/7/2025

REPORT TO CULTURAL COMMISSION

Action to Recommend a New Cultural Commission Member to Serve on the Station Area Task Force

COUNCIL PILLAR

Deliver and Enhance High Quality Efficient Services and Infrastructure
Manage Strategically Our Workforce Capacity and Resources
Enhance Community Engagement and Transparency

BACKGROUND

The City received grant funds to prepare a Specific Plan for the Santa Clara Station Area. Preparation of the Specific Plan utilizes a consultant team, as well as City staff, to conduct a planning process that includes community engagement, technical analysis, and the preparation of land use policy documents.

The Santa Clara Station Focus Area consists of 244 acres generally bounded by De La Cruz Boulevard, Reed Street, and Martin Avenue to the northeast, and Franklin Street and El Camino Real to the southwest as shown in Attachment 1. At the center of this area is the existing Santa Clara Station, which is served by Caltrain and Altamont Commuter Express (ACE) rail lines and Santa Clara Valley Transportation Authority (VTA) bus service. The station area will also become the terminus for VTA's planned extension of the Bay Area Rapid Transit (BART) system also known as BART Silicon Valley Phase II (BART Phase II). BART Phase II is an approximately six-mile-long extension of the BART system from the Berryessa/North San Jose BART Station in San Jose to the proposed Santa Clara BART Station. As such, the Station Area will transform into an important transit hub for the Bay Area.

The Station Area Task Force (SATF) is part of the overall community engagement strategy, and its purpose is to provide input during the preparation of the Specific Plan. The SATF generally meets on the third Thursday of each month and consists of 11 members which includes a designated representative from the Cultural Commission.

DISCUSSION

At the Cultural Commission meeting on November 4, 2024, the Commission voted to appoint Chair Jonathan Mariano to the SATF. As of June 30, 2025, Jonathan Marinaro has completed his term on the Commission and is no longer eligible to serve as the Cultural Commission representative on the SATF. Consequently, the Community Development Department is requesting that the Commission identify a new representative.

The new Commission appointee will be expected to attend the monthly meetings held at City Hall and report to the Commission at the regular meetings. The SATF meetings start at 6:00 p.m. The new representative will be expected to review past meeting materials and potentially meet with staff

to understand the role and responsibilities of the SATF. It is anticipated that the new representative will assume their responsibilities effective with the next meeting of the SATF which is scheduled for July 17, 2025, and will continue until the completion of the specific plan, targeted for the end of the 2026 calendar year.

RECOMMENDATION

Recommend that the Commission review the request from the Community Development Department and appoint a commissioner to serve on the Station Area Task Force.

Prepared by: Rebecca Bustos, Principal Planner, Community Development Department

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Director Parks & Recreation

ATTACHMENTS

1. Santa Clara Station Area Boundary Map

Santa Clara Station Area Plan



citylimit



Station Area Plan

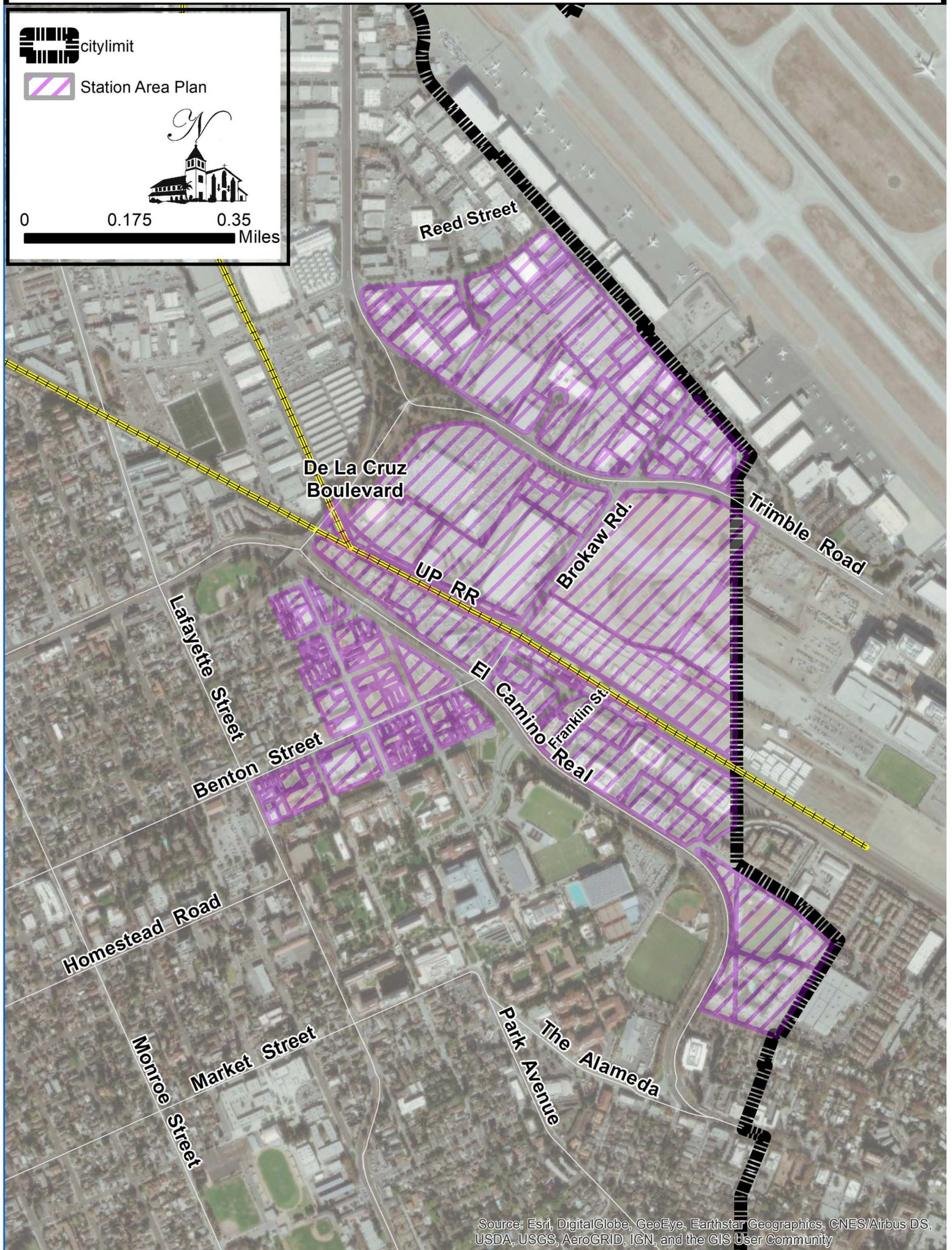


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Agenda Report

25-716

Agenda Date: 7/7/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Potential Action on Cultural Commission Work Plan and Activities for 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 April 7, 2025, regular meeting, Commissioners adopted work plan priorities and activities for FY 2025/26 related to the Commission's goals.

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
- B. Street Dance
- C. Explore the feasibility of hosting a Group Wedding
- D. Secure sponsors for Cultural Commission special events in FY 2025/26

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
- B. Support Traffic Box Program
- C. Host Indoor Sculpture Exhibition
- D. Host Halloween Home & Holiday Home Decorating Contest and recognition:
 - i. 1 winner per Council District, 1 group entry winner, 1 Best of the best
- E. Update and maintain City interactive web-based public art map

GOAL #3: Raise the visibility of commemorative months.

- A. Engage the public with commemorative months according to Federal Calendar
- B. Identify a space to curate and facilitate the celebration of commemorative months
- C. Promote monthly commemorative months through social media and special events to raise

awareness and cultural competency.

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

- A. Commissioners to attend the Americans for the Arts Conference
- B. Present regularly to City Council
- C. 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

At the April 7, 2025, meeting, the Cultural Commission discussed projects and adopted a work plan for FY 2025/26.

DISCUSSION

At the July 7, 2025, meeting, the Commission may discuss, edit and prioritize projects and activities noted in the attached Work Plan (Attachment 1). The Commission may also identify subcommittees to work on the items. Through this item, the Commission may provide updates to the attached Work Plan.

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 \$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 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: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Director, Parks & Recreation

ATTACHMENTS

1. Cultural Commission Work Plan and Activities FY 2025/26



**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

1. Deliver and Enhance High-Quality Efficient Services and Infrastructure
2. Manage Strategically Our Workforce Capacity and Resources
3. Promote and Enhance Economic, Housing and Transportation Development
4. Enhance Community Sports, Recreational and Arts Assets
5. Ensure Compliance with Measure J and Manage Levi's Stadium
6. Enhance Community Engagement and Transparency
7. Promote Sustainability and Environment Protection

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
A. Plan and implement Summer Concerts in FY 2025/26 6:30 – 8 p.m.		Concerts in 2025 Central Park July 11 - Sona July 25 – Orchestra Borinquen Live Oak Aug. 15 – Hitmen Concerts 2026 TBD	Priorities 4 & 6 Summer 2025- \$32,648 (GFI- \$30,148 + \$2,500- 1 stage)	Attendance Budget Feedback

B. Street Dance		August 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)	Attendance Budget Feedback
C. Explore the feasibility of hosting a Group Wedding			Priority 1	Attendance Budget Feedback
D. Secure sponsors for Cultural Commission special events in FY 2025/26			Priority 6	
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
A. Advise and recommend public art to City Council for public benefit			Priority 4 Outdoor Temporary Art Installation, allocate \$12,500 City Hall Plaza \$1000 reception	Outdoor Temporary Exhibit
B. Support Traffic Box Program			Priority 4 Allocation to \$6,000	6 Boxes get painted

			6 boxes \$1,000	
C. Host Indoor Sculpture Exhibition		FY 2026/27	Priorities 4 & 6	Amount of entries Feedback Engagement
D. Host Halloween Home & Holiday Home Decorating Contest and Recognition i. 1 winner per Council District, 1 group entry winner, 1 Best of the best			Priority 6 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.	# of Entries Feedback & Engagement
E. Update and maintain City interactive web-based public art map			Priority 4	

GOAL #3: Raise the visibility of commemorative months.

Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
A. Engage the public with commemorative months according the Federal Calendar			Priority 4	
B. Identify a space to curate and facilitate the celebration of commemorative months				
C. Promote monthly commemorative months through social media and special events to raise awareness and cultural competency				

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
A. Commissioners to attend the American for the Arts Conference				
B. Present regularly to City Council			Priority 6	
C. Develop, maintain, and grow partnerships and collaborations with external organizations.			Priority 6	

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

Activities	Ad Hoc Sub-Committee	Timeline	Notes/Budget	Measurable Outcomes
A. Develop public/private partnerships to invest and promote the Arts in Santa Clara	von Huene		Priorities 4 & 6	
B. Develop, promote, and implement Citywide Arts Master Plan alongside the City Council	von Huene		Priorities 4 & 6	Work with Parks & Recreation Department on community engagement and delivery of project.