



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, May 5, 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. **25-513** [Action on Cultural Commission Regular Minutes of April 7, 2025](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of April 7, 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. **25-515** [Discuss and Update the Cultural Commission's Work Plan Goals and Objectives for FY 2024/25 and FY 2025/26](#)

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next regular meeting of the Cultural Commission is Monday, June 2, 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

Agenda Report

25-513

Agenda Date: 5/5/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Action on Cultural Commission Regular Minutes of April 7, 2025

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of April 7, 2025

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Parks & Recreation Director

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting April 7, 2025



City of Santa Clara

Meeting Minutes

Cultural Commission

04/07/2025

7:00 PM

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

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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. [25-341](#) Action on Cultural Commission Regular Minutes of March 3, 2025

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of March 3, 2025

A motion was made by Commissioner Samara and seconded by Commissioner von Huene to approve the minutes from the regular meeting on March 3, 2025.

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

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [25-348](#) Discuss and Develop of Cultural Commission Work Plan Goals and Activities for FY 2025/26

Recommendation: Discuss and Develop Cultural Commission Work Plan Goals and Objectives for FY 2025/26.

A motion was made by Commissioner Diaz and seconded by Commissioner Samara to adopt the Cultural Commission Work Plan Goals and Activities for FY 2025/26 as presented.

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

3. [25-349](#) Discuss and Update the Cultural Commission's Work Plan Goals and Objectives for FY 2024/25 and FY 2025/26

The Commission reviewed the Work Plan Goals and Objectives for FY 2024/25 and FY 2025/26 and took no action.

STAFF REPORT

Recreation Manager Castro reminded the Commission that applications for City Commission are now out and available. The plans for the collaborative concert with Mission College on June 4 are all set. The Parks & Recreation Department is still making progress towards the Parks & Recreation Master Plan and aims to begin the Arts Master Plan upon it's completion.

COMMISSIONERS REPORT

Commissioner von Huene saw Swan Lake and is looking forward to seeing Mouse Trap and the Santa Clara Corale performed the Star Spangled Banner at the San Jose Barracuda game last month.

Chair Marinaro enjoyed the "Giant Eye" in Dallas last month and is looking forward to the next opera show in San Jose.

Commissioner Roy attended the reopening celebration of the northside Police substation.

Commissioner Diaz visited the California Academy of Sciences.

Commissioner Garg attended a Holi event in the City of Fremont.

ADJOURNMENT

The next regular meeting of the Cultural Commission is scheduled for May 5, 2025 at 7:00 PM.

A motion was made by Commissioner Diaz and seconded by Commissioner Garg to adjourn the meeting at 7:34 PM.

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

MEETING DISCLOSURES

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Agenda Report

25-515

Agenda Date: 5/5/2025

REPORT TO CULTURAL COMMISSION

SUBJECT

Discuss and Update the Cultural Commission's Work Plan Goals and Objectives for FY 2024/25 and 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 June 3, 2024, regular meeting, Commissioners held an initial discussion to identify priorities and activities for FY 2024/25, related to the Commission's goals. Although the goals below were previously identified for FY 2024/25, the Commission discussed new activities to enhance the goals:

1. Host and enhance multicultural events intended to acquaint Santa Clara residents with cultural diversity and encourage participation.
 - a. Plan and implement Summer Concerts in FY 2024/25 & FY 2025/26.
 - b. The Commission will explore the feasibility of hosting a Group Wedding.
 - c. Plan and Host the Street Dance.
 - d. Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25.
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 as opportunities arise.
 - b. Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program.
 - c. Host Sculpture Exhibition "One world, one hope" common human yearning as we reflect on the state of the world."
 - d. Host Halloween Home & Holiday Home Decorating Contest and Recognition.
 - e. Update and maintain City interactive web-based public art map.
3. Raise visibility of commemorative months.
 - a. Identify a space to curate and facilitate the Commemorative Months.
 - b. Promote monthly commemorative months through social media and Special Events to raise awareness and cultural competency.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
 - a. Send two representatives to attend the Americans for the Arts Conference.
 - b. Present work plan accomplishments and activities to City Council annually.
 - c. Develop one new partnership and collaboration with an external organization.

5. Prepare for Citywide Arts Master Plan process.
 - a. Develop private/public partnerships to invest and promote the Arts in Santa Clara.
 - b. Review, comment, and assist with the implementation of a citywide Arts Master Plan.

At the August 5, 2024, meeting, the Cultural Commission discussed projects and made budget allocations for those projects for FY 2024/25. The Commission adopted a work plan for FY 2024/25 and FY 2025/26 that is subject to budget allocations at the August meeting. At the subsequent meetings, the Commission continued to discuss progress made towards the goals and made minor modifications to the goals.

DISCUSSION

At the May 5, 2025, meeting, the Commission may discuss and prioritize projects and activities noted in the attached Work Plan (Attachment 1). Through this item, the Commission may provide updates to the attached Work Plan. The Commission may also identify subcommittees to work on the items. Each subcommittee will provide a verbal update on their planned efforts and activities.

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 \$56,412 in FY 2024/25 and is estimated to be \$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 <<mailto:clerk@santaclaraca.gov>>.

RECOMMENDATION

Discuss and update the Cultural Commission’s Work Plan Goals and Activities for FY 2024/25 and FY 2025/26

Prepared by: Kimberly Castro, Recreation Manager

Approved by: Damon Sparacino, Director of Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan FY 2024/25 & 2025/26



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2024/25 & FY 2025/26**

MISSION STATEMENT

The Cultural Commission acts in an advisory capacity to the City Council in matters pertaining to the enhancement of multi-cultural experiences and beautification of the City through art.

VISION STATEMENT

Enriching the lives of our residents and beautifying the City with an inclusive variety of multicultural and relevant programs and the arts.

VALUES

- We are inclusive and diverse.
- We are stewards of the quality of life in our community.
- We are accessible to all demographics, age groups, income levels, and abilities.
- We are collaborative with the community and innovative in our exploration of arts & culture.

PRIORITY

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 vision, priorities, and articulated goals for FY 2024/25 and FY 2024/25. The FY 2024/25 annual budget allocated for Commission activities is \$56,200. 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.

Objectives	Ad Hoc Sub-Committee	Timeline & Details	Notes & Financials <i>Budget \$44,000</i>
Plan and implement Summer Concerts in FY 2024/25 & FY 2025/26 6:30 – 8 p.m.	Samar Diaz	Concerts in FY 2024/25 Central Park June 13 - Houserockers June 27 – Chrome Deluxe Concerts in FY 2025/26 Central Park July 11 - Sona July 25 - Orchestra Borinquen Live Oak Aug. 15 - Hitmen	Summer 2025-\$32,648 (GFI-\$30,148 + \$2,500-1 stage) June 4, 2025, collaborate with Mission College (Allocated \$1,500.)
The Commission will explore the feasibility of hosting a Group Wedding	Samara	2026	Work in Progress
Plan and Host the Street Dance	Samara Garg Diaz	Aug. 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)
Plan and Host Friday Night Live Events	Garg Roy Samara	Search for additional sponsors to host Friday Night Live	Triton in progress Oct. 2025 MCCPA -The Outlaw Mariachi TBD
Share sponsorship opportunities with potential partners to support Cultural Commission special events in FY 2024/25		Sponsor Packages released in February 2025	Sponsor packet pending – Sponsor web option updates – add QR code

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

Objectives	Ad Hoc Sub-Committee	Timeline	Notes & Financial <i>Budget \$12,200</i>
Advise and recommend public art to City Council	von Huene Garg	"Call for Artist" Feb/Mar	Outdoor Temporary Art Installation, allocate \$12,500 City Hall Plaza \$1000 reception
Identify available Traffic Boxes and release a call for artists for Artist Traffic Box Program	Diaz	Traffic box locations approved in Nov. 2024	Allocation to \$6,000 6 boxes \$1,000 (Now includes \$250 for insurance)
Host Sculpture Exhibition "One world, one hope" common human yearning as we reflect on the state of the world."	Garg von Huene Marinaro	Installation September – November, 2024 Completed.	Allocation for reimbursement of expenses up to \$750 \$350
Host Halloween Home & Holiday Home Decorating Contest and Recognition 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.	Garg Roy Marinaro	Completed.	Halloween Release contest 10/3, Submission deadline 10/28 Winners announced & signs delivered 10/30 6 Winners by Council District, 1 Group Entry winner, 1 Best of the Best Holiday Release context 11/25 Submission deadline 12/20 In person judging 12/21-22 Winners announced & signs delivered 12/23 6 Winners by Council District, 1 Group Entry winner, 1 Best of the Best Allocation \$1,100

Update and maintain City interactive web-based public art map	Diaz		Diaz to provide sites to City
GOAL #3: Raise the visibility of commemorative months.			
Objectives	Ad Hoc Sub-Committee	Timeline	Notes & Financial
Identify a space to curate and facilitate the Commemorative Months	von Huene Marinero Roy	In progress	
GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.			
Objectives	Ad Hoc Sub-Committee	Timeline	Notes & Financial
Send two representatives to attend the Americans for the Arts Conference.		June 2025- Ohio, Cincinnati	Allocated \$5,000 for Commissioners Roy and Garg to attend. No one is attending — funds are being reallocated to Traffic Boxes and Sculpture Exhibit
Present work plan accomplishments and activities to City Council annually.	Chair or Vice Chair	Special Order of Business 4/29. Work plan session June	
Develop one new partnership and collaboration with an external organization.			Mission College is interested in cross promotion. Explore opportunities for placemaking in Rivermark. Consider support for Holi Event in 2025. SCUSD put on future Agenda
GOAL #5: Prepare for Citywide Arts Master Plan Process.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation

Develop private/public partnerships to invest and promote the Arts in Santa Clara	von Huene Marinero Garg		Outreach to contacts for partnerships and sponsorship
Review, comment, and assist with the implementation of a citywide Art Master Plan	von Huene Marinero		Requested budget in FY 2025/26