

#### **Meeting Agenda**

#### **Cultural Commission**

Monday, November 5, 2018

7:00 PM

Senior Center - 1300 Fremont Street, Santa Clara, CA 95050

#### **CALL TO ORDER AND ROLL CALL**

#### **CONSENT CALENDAR**

1.A 18-1431 Cultural Commission Minutes of October 1, 2018

**Recommendation:** Approve the Cultural Commission Minutes of October 1, 2018

#### **PUBLIC PRESENTATIONS**

#### **GENERAL BUSINESS**

2 18-1471 Consider a Presentation and Proposal for Collaboration with Art Forum

**Recommendation:** There is no staff recommendation.

**18-1432** <u>Cultural Commission Work Plan Updates and Discussion for FY2018-19</u>

**Recommendation:** There is no staff recommendation.

#### **STAFF REPORT**

#### **COMMISSIONERS REPORT**

#### **ADJOURNMENT**

The next regular scheduled meeting is December 3, 2018



1500 Warburton Avenue Santa Clara, CA 95050 santaclaraca.gov @SantaClaraCity

#### Agenda Report

18-1431 Agenda Date: 11/5/2018

#### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Cultural Commission Minutes of October 1, 2018

#### RECOMMENDATION

Approve the Cultural Commission Minutes of October 1, 2018

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft Minutes of the Cultural Commission October 1, 2018



#### **Meeting Minutes**

#### **Cultural Commission**

10/01/2018

7:00 PM Senior Center - 1300 Fremont Street, Santa Clara, CA 95050

#### CALL TO ORDER AND ROLL CALL

Chair von Huene called the meeting to order at 7:07 p.m.

Present 5 - Commissioner Loretta Beavers, Commissioner Louis Samara,
Commissioner Niha Mathur, Commissioner Debra von Huene, and
Commissioner Candida Diaz

Excused 1 - Commissioner Harbir Bhatia

Absent 1 - Commissioner Jonathan Marinaro

Commissioner Marinaro arrived at 7:12 p.m.

A motion was made by Commissioner Beavers, seconded by Commissioner Diaz, to excuse Commissioner Bhatia from the meeting.

**Aye:** 5 - Commissioner Beavers, Commissioner Samara, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Excused: 1 - Commissioner Bhatia

Absent: 1 - Commissioner Marinaro

#### **CONSENT CALENDAR**

**1.A** 18-1339 Action on Cultural Commission Minutes of August 6, 2018

**Recommendation:** Approve the Cultural Commission Minutes of August 6, 2018

A motion was made by Commissioner Diaz, seconded by Commissioner Beavers, to approve the Cultural Commission August 6, 2018 minutes.

**Aye:** 5 - Commissioner Beavers, Commissioner Samara, Commissioner Mathur, Commissioner von Huene, and Commissioner Diaz

Excused: 1 - Commissioner Bhatia

Absent: 1 - Commissioner Marinaro

#### **PUBLIC PRESENTATIONS**

Kiran Chadha, a representative from Joy of Sewa, shared updates on upcoming Joy of Sewa events and an upcoming City Council proclamation of Muslim Awareness Month.

#### **GENERAL BUSINESS**

2 <u>18-1338</u> Review Cultural Commission Work Plan Goals and Activities for

FY2018-19

**Recommendation:** There is no staff recommendation.

The commission reviewed and modified their 2018-19 work plan and strategic goals.

#### **STAFF REPORT**

#### **COMMISSIONERS REPORT**

**Commissioner Marinaro** - Summarized the final Concert in the Park held on August 17, 2018.

**Commissioner Beavers** reported she went to the "On Your Feet" musical, Oktoberfest at the Triton Museum, and a David Bowie tribute at the Mountain Winery.

**Chair von Huene** reported she went to a David Bowie tribute at the Mountain Winery.

#### **ADJOURNMENT**

The meeting was adjourned at 8:53 p.m. with the next regularly scheduled meeting on Monday, November 5, 2018.

A motion was made by Commissioner Diaz, seconded by Commissioner Marinaro, to adjourn the meeting.

Aye: 6 - Commissioner Beavers, Commissioner Samara, Commissioner Mathur, Commissioner von Huene, Commissioner Diaz, and Commissioner Marinaro

Excused: 1 - Commissioner Bhatia

#### **Public Presentations**

Members of the public are provided an opportunity to directly address the Board, Commissions or Committee on items of public interest that are within the jurisdiction of the Board, Commissions or Committee, and any item listed on the agenda. For meetings held in the Council Chambers, please note the speaker timing lights located on the podium. A green light indicates the beginning of the time period, a yellow light will appear when 30 seconds remain, and a red light will appear and a buzzer will sound at the end of the time period. Groups are encouraged to appoint a single spokesperson, but all speakers should avoid repetitive comments. You may be requested to fill out a speaker card and/or give your name when you speak, but are not required to do either to address the Board, Commissions or Committee. Please note that the Board, Commissions or Committee cannot take action on an item of business not appearing on the agenda. The only exceptions are if the Board, Commissions or Committee determines that one of the following emergency situations exist: Work stoppage or other activity which severely impairs public health, safety or both, as determined by a majority of the members of the Board, Commissions or Committee; Crippling disaster which severely impairs public health, safety, or both, as determined by the majority of the Board, Commissions or Committee; or Upon a determination by a two-thirds vote of the Board, Commissions or Committee, or, if less than two thirds of the members are present, that the need to take action arose after the agenda was posted; or the item was posted for a prior meeting of the Board, Commissions or Committee occurring not more than five (5) calendar days prior to the date action is taken. In the event of a public presentation, the Board, Commissions or Committee or its staff may briefly respond to statements made or questions asked, or may proceed to the next item of business or adjourn. The communication not acted on shall be accepted by the Board, Commissions or Committee for placement on the agenda for the following Board, Commissions or Committee meeting, if requested by the citizen. Electronic presentations should be submitted to the liaison department to enable screening for compatibility and viruses. Contact the liaison department to ascertain when the material should be submitted. Written materials should be submitted to the liaison department to allow the City to copy such materials. Contact the liaison department to ascertain when the material should be submitted. Any written materials submitted during the meeting should include sufficient copies for the Board, Commissions or Committee and the public.

#### Americans with Disabilities Act (ADA)

In accordance with the Americans with Disabilities Act of 1990, the City of Santa Clara will ensure that all existing facilities will be made accessible to the disabled. Modifications in policies, procedures and/or practices will be made as necessary to ensure access for all individuals with a disability. Individuals with disabilities are encouraged to contact the City's ADA Office at (408) 615-3000 to discuss meeting accessibility. In order to allow participation by individuals with severe allergies, environmental illness, multiple chemical sensitivity or related disabilities, please do not wear scented products to meetings at City facilities. For meetings held in the Council Chambers, individuals with a hearing impairment should note that the Council Chamber is equipped with a headset system which allows one to hear more clearly from any seat in the room. Please ask a City staff member present at the meeting for details. Upon request by a person with a disability, meeting agendas and writings distributed during the meeting that are public records will be made available in an appropriate alternative format. Please contact the City Clerk's Office at 408-615- 2220 with your request.

#### Appeal of Council/Board/Commission/Committee Action

Pursuant to Government Code section 65009, any challenge of Public Hearing matters in court may be limited to only those issues raised at the Public Hearing, or in writing submitted before or at the Public Hearing. Any challenge to a Public Hearing matter must be filed in accordance with the provisions of Civil Code section 1094.6, including applicable time limitations.



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#### Agenda Report

18-1471 Agenda Date: 11/5/2018

#### **SUBJECT**

Consider a Presentation and Proposal for Collaboration with Art Forum

#### **BACKGROUND**

In October 2018, Art Forum Director Ambika Sahay and Art Forum Board Member Mayuranki Almaula requested an opportunity to present information to the Cultural Commission about the organization and to request support for an upcoming South Asian art and literacy event. Art Forum is a California non-profit based in Santa Clara which promotes and supports contemporary South Asian art forms.

#### DISCUSSION

The Cultural Commission may discuss and consider collaboration with Art Forum on an upcoming South Asian literary and art event.

#### **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

#### **PUBLIC CONTACT**

Public contact was made by posting the Cultural Commission's 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 <a href="clerk@santaclaraca.gov">clerk@santaclaraca.gov</a> or at the public information desk at any City of Santa Clara public library.

#### **RECOMMENDATION**

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

## ART FORUM San Francisco – Bay Area



Tax id # 32-0403561 Exempt under section 501 (c) (3)

## VISION



In today's world – Art is the only medium that can reach across divides and bring people and cultures together. Art Forum's vision is to serve as a forum for South Asian Art, literature and contemporary thought and promote interaction with global artists

The Bay Area is home to a large South Asian community which is now the fastest growing immigrant group and is ready to spread its influence beyond the tech sector. We want to make the South Asian voice heard through art in its many forms. Our emphasis is on **high-caliber programming** that represents the best of what our culture has to offer.

## MISSION: South Asian voice in today's world

Mission: Showcase high quality programs from South Asia and its diaspora to a broader audience in the bay area.

- > Strive to achieve our mission by providing a platform for cultural integration.
- Organize programs that encourage deeper understanding of South Asian heritage
- Organize events and programs of with distinguished scholars, authors, academics and artists.
- Collaborate with reputable and main stream institutions like the Montalvo Arts Center, Asian Art Museum and Stanford University



## Accomplishments



Eye on India 2013



Eye on India 2014



#### **Author Event 2015**











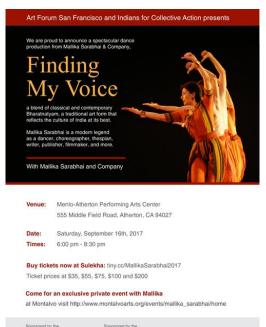
## Accomplishments



Sponsored South Asian Authors

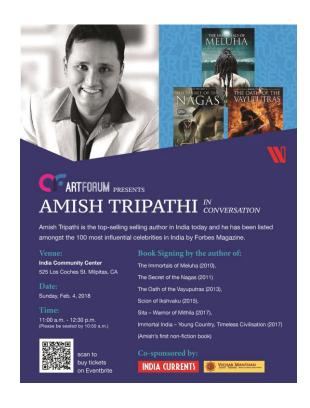


#### Mallika Sarabhai Show



City of Menlo Park

#### **Author Event**



## PLANNED PROGRAMMING

2019

March 2019: Campus tours; Mallika Sarabhai tour campuses like Harvard, MIT, Vassar, Peabody Essex Cornell and residency at Stonybrook in the east coast; Stanford, UC Santa Cruz etc

June 2019: Artists Residency at Montalvo Art Center – focus on Bangladesh

October 2019: South Asian Festival: Monsoon A multi disciplinary event featuring food, Art, Literature, dance from South Asia @ Montalvo Arts Center



# Santa Clara Cultural Commission Ask



- Participation of schools and public libraries at the South Asia Event
- ► Collaborative working with the two organization
- ▶ Help with venue for author/ artists/ performance events
- ► Marketing and publicity support.
- Financial assistance as much as possible.



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#### Agenda Report

18-1432 Agenda Date: 11/5/2018

#### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Cultural Commission Work Plan Updates and Discussion for FY2018-19

#### **BACKGROUND**

Each year, the Cultural Commission considers three to five specific, measurable, attainable, realistic, and time-bound goals and/or activities for the year. These are intended to focus the efforts of the Commission and respond to City Council priorities within existing budget direction and resource limitations.

In August 2018 the Commission agreed upon FY 2018-19 goals, events and activities. The Commission will report on and discuss the items monthly. The goals are as follows:

- 1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity;
  - Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance, and International Festival);
- 2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City;
  - Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC); Recommend funding and support for community cultural groups (past cultural groups included Santa Clara Chorale, Santa Clara Ballet, and Santa Clara Players);
  - Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Triton Summer Art Series, SCU Franklin Arts Walk, and Downtown Parade of Champions);
  - Advise and recommend public art additions to City Council;
  - Attend Americans for the Arts Conference:
- 3. Raise visibility of commemorative months;
  - Partner with community groups to host and promote commemorative month's honoree;
- 4. Enhance communication and media strategy to increase community awareness of the Cultural Commission:
  - Have a presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4th of July); and,
  - Ensure Cultural Commission events and reports are marketed and archived Present regularly to City Council.

#### DISCUSSION

The Cultural Commission will review and discuss work plan goals and budget. The Commission will also review, discuss and assign members to sub committees to meet the goals and objectives of the work plan.

18-1432 Agenda Date: 11/5/2018

#### **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.

#### **PUBLIC CONTACT**

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#### RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Cultural Commission 2018-19 Work Plan and Budget



# Cultural Commission

**Priorities and Work Plan FY 18-19** 

## **GOALS**

The Santa Clara Cultural Commission has defined its vision, priorities, and articulated goals for their 2018-19 work plan. 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:

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

Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance, and International Festival)

2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city

Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)

Recommend funding and support for community cultural groups (past cultural groups included: Chorale, Ballet, and Santa Clara Players)

Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Triton Summer Art Series, SCU Franklin Arts Walk, and Downtown Parade of Champions)

Advise and recommend public art additions to City Council and staff

Attend Americans for the Arts Conference

3. Raise visibility of commemorative months

Partner with community groups to host and promote commemorative month's honoree

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

Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4<sup>th</sup> of July)

Ensure Cultural Commission events and reports are marketed and archived

Present regularly to City Council

## **WORK PLAN**

Objectives and strategies are identified for each goal to fulfill the mission of the Cultural Commission and purpose of the plan. Specific implementation strategies, responsible parties, timeline, budget, and milestones that support the goals will be developed into an annual work plan. The work plan will serve as a task reminder, benchmarking tool, and tracking mechanism to be incorporated into an annual community report.

### GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural and political diversity here and abroad

Objectives	Ad Hoc Sub- Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)		Monthly Events - Ongoing	<ul> <li>Four (4) Friday         Night Live</li> <li>One (1) Street         Dance</li> <li>Five (5) Concerts         in the Park</li> </ul>
Attend annual Sister Cities International Conference	Commissioner Diaz	August 2-4, 2018 in Aurora, Colorado	
Promote and coordinate International Festival		Spring 2019	

## GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and permanent art in the city

Objectives	Ad Hoc Sub- Committee	Timeline	Current Status
Explore new funding sources		Application	
for public art (Santa Clara Art		released	
Impact Fee, NEA, CAC)		November 2018	
Recommend funding and		January 2019	
support for community cultural			

groups (past cultural groups included: Chorale, Ballet, Santa Clara Players)		
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Triton Summer Art Series, SCU Franklin Arts Walk, and Downtown Parade of Champions)		
Advise and recommend public art additions to City Council and staff		
Attend Americans for the Arts Conference		

#### **GOAL #3: Raise visibility of commemorative months**

Objectives	Ad Hoc Sub- Committee	Timeline	Current Status
Partner with community groups to host and promote commemorative month's honoree		Monthly	Reposted CAIR  "Valuing Our Story" event on Social Media.  Created "National Hispanic Heritage Month" image and posted on Social Media.

GOAL #4: Enhance communication and media strategy to increase community, staff, and City Council's awareness of the Cultural Commission

Objectives	Ad Hoc Sub- Committee	Timeline	Current Status
Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4 <sup>th</sup> of July)		Ongoing	Hosted a table with interactive art activity & displayed mural at Art & Wine Festival.
Ensure Cultural Commission events and reports are marketed and archived			Social Media Presence
Present regularly to City Council			

## YEAR AT A GLANCE

Cultural Commission Events, Celebrations, and Meetings\* Fiscal Year 2018-19 (July 2018-June 2019)

		Meetings, Events, and Programs	Commemorative Month
2018	July	7/2: Cultural Commission Meeting - 7:00 p.m. 7/13: Concert in the Park – Orquestra Latin Heat – 6:30 p.m. 7/22: Concert in the Park- Lyratones – 2:30 p.m. 7/27: Concert in the Park – California Groove – 6:30 p.m.	American Independence Santa Clara History
	August	8/2-8/4: Sister Cities International 61 <sup>st</sup> Annual Conference in Aurora, CO 8/3: Street Dance – 6:00 p.m. 8/6: Cultural Commission Meeting - 7:00 p.m. 8/12: Concert in the Park – Funky Souls Dance Band – 2:30 p.m 8/17: Concert in the Park – Houserockers – 6:30 p.m	Muslim Awareness
	September	Please Note: No Regular Cultural Commission meeting due to official city holiday  9/11: Cultural Commission/City Council Dinner – 5:00 p.m.  9/15: Art & Wine Festival- 10:00 a.m.  9/16: Art & Wine Festival- 10:00 a.m.  9/29: Franklin Street Art Walk- 1:00 p.m.	Hispanic Heritage
	October  10/1: Cultural Commission Meeting - 7:00 p.m.  10/31: Children's Halloween Party- 3:00 p.m.		Native American History Breast Cancer Awareness
	November	<b>11/5:</b> Cultural Commission Meeting - 7:00 p.m.	Sikh Awareness

		11/9: Friday Night Live – Los Laureles & Mariachi- 7:00 PM 11/13: City Council Meeting & Presentation– 7:00 p.m.	
	December	<b>12/3:</b> Cultural Commission Meeting - 7:00 p.m. <b>12/7:</b> Holiday Tree Lighting -5:00 p.m.	Bill of Rights/Human Rights
2019	January	1/7: Cultural Commission Meeting - 7:00 p.m.  TBD: City Council Meeting & Presentation—7:00 p.m.	
	February	<ul> <li>2/4: Cultural Commission Meeting - 7:00 p.m.</li> <li>2/15: Friday Night Live – Tabia</li> <li>TBD: City Council Meeting &amp; Presentation–7:00 p.m.</li> </ul>	Black History
	March	3/1: Friday Night Live – Broceliande 3/4: Cultural Commission Meeting - 7:00 p.m. TBD: City Council Meeting & Presentation— 7:00 p.m.	Women's History Disabilities Month
	April	4/1: Cultural Commission Meeting - 7:00 p.m. 4/5: Friday Night Live – Charged Particles 4/20: Eggstravaganza TBD: City Council Meeting & Presentation—7:00 p.m.	Jazz
	May	<b>5/6:</b> Cultural Commission Meeting - 7:00 p.m. <b>TBD:</b> City Council Meeting & Presentation—7:00 p.m.	Asian Heritage Jewish Heritage
	June	<ul><li>6/3: Cultural Commission Meeting - 7:00 p.m.</li><li>6/7: Street Dance -6:00 p.m.</li><li>6/14: Concert in the Park -6:30 p.m.</li></ul>	LGBTQ Awareness Juneteenth

6/21: Silicon Valley BBQ Championships -	
4:00 p.m.	
6/22: Silicon Valley BBQ Championships -	
11:00 a.m.	
<b>TBD:</b> City Council Meeting & Presentation—	
7:00 p.m.	
·	

\*Dates/Times/Events are subject to change

#### Cultural Commission Budget FY 2018-19

Categories	Line Items	Expenditure Descriptions	Bud	geted	Ex	penditures	
Grantees			\$	20,850.00			
	Santa Clara Ballet		\$	10,000.00	\$	(10,000.00)	
	Santa Clara Players		\$	5,850.00	\$	(5,850.00)	
	Santa Clara Chorale		\$	5,000.00	\$	(5,000.00)	
		Remaining Budget	\$	-	\$	(20,850.00)	Total Expenditures
<b>Cultural Events</b>	Street Dance / Concerts in the Park / FNL / International Festival		\$	39,640.00			
		Water/Ice			\$	(10.72)	
		Grupo Follklorico			\$	(2,130.00)	
		Tabia			\$	(800.00)	
		Broceliande			\$	(525.00)	
		Charged Particles			\$	(1,000.00)	
		GFI - Sound Production &					
		Talent - Concerts & Street					
		Dance			\$	(25,000.00)	
		Togos			\$	(120.00)	
		Remaining Budget	\$	10,054.28	\$	(29,585.72)	Total Expenditures
Visual Arts			\$	10,500.00			
	Chalk Art		\$	1,000.00			
	Keep Santa Clara Clean (Utility Box)		\$	1,500.00			
	Art in Public Places		\$	8,000.00			
		ArtMobilus			\$	(2,000.00)	
		Remaining Budget	\$	8,500.00	\$	(2,000.00)	Total Expenditures
Marketing,							
Conferences, and							
Memberships			\$	7,330.00			
	Misc		\$	1,475.00			
		T-Shirts			\$	(518.57)	
		Table Cloth			\$	(269.56)	
	Travel, Conferences, and Memberships		\$	5,855.00			
		SCI- Hotel			\$	(717.60)	
		SCI - Expenses			\$	(221.12)	
		Demoising Product	ć	F CO2 45	<u>,</u>	/4 72C 05\	Takal Companditions
	<u>l</u>	Remaining Budget	\$	5,603.15	\$	(1,/26.85)	Total Expenditures

78,320.00 \$ (54,162.57)