



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

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**Monday, February 1, 2021**

**7:00 PM**

**Virtual Meeting**

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Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the City of Santa Clara has implemented methods for the public to participate remotely.

Via Zoom:

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

Webinar ID: 982 7228 3531

Or join by phone: 1 669 900 6833

The meeting set-up is in line with the recommendations of the COVID-19 White House Task Force, which notes no more than ten (10) people gathering. The Chair will be present for the meeting with the staff liaison and commissioners participating remotely.

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

#### **CONSENT CALENDAR**

- 1.A     21-106**     [Cultural Commission Regular Meeting Minutes of January 4, 2021](#)

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of January 4, 2021.

#### **PUBLIC PRESENTATIONS**

#### **GENERAL BUSINESS**

- 2.       21-59**       [Cultural Commission Work Plan FY2020/21 Goals and Activities](#)

**Recommendation:** Provide status reports on the FY 2020/21 Cultural Commission work plan goals and activities.

#### **STAFF REPORT**

#### **COMMISSIONERS REPORT**

#### **ADJOURNMENT**

*The next meeting will be on Monday, March 1, 2021.*

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.

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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

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## Agenda Report

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21-106

Agenda Date: 2/1/2021

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### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Cultural Commission Regular Meeting Minutes of January 4, 2021

#### RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of January 4, 2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting January 4, 2021



# City of Santa Clara

## Meeting Minutes Cultural Commission

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01/04/2021

7:00 PM

Virtual Meeting

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Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the City of Santa Clara has implemented methods for the public to participate remotely.

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

**The meeting was called to order by Chair Samara at 7:05 P.M.**

**Present** 6 - Chair Louis Samara, Commissioner Harbir Bhatia, Commissioner Debra von Huene, Commissioner Candida Diaz, Vice Chair Jonathan Marinaro, and Commissioner Teresa Sulcer

**Absent** 1 - Commissioner Niha Mathur

### **CONSENT CALENDAR**

**1.A**     [21-1313](#)     Cultural Commission Regular Meeting Minutes of December 7, 2020

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of December 7, 2020.

The following changes were made to the minutes:  
Cultural Commission Work Plan FY2020/21 Goals and Activities.  
Presentation to be made by Ron P. Muriera. Name change corrected.

**A motion was made by Commissioner von Huene and seconded by Vice Chair, Marinaro, that this item be adopted. The motion passed with the following vote:**

**Aye:** 6 - Chair Samara, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, and Commissioner Sulcer

**Absent:** 1 - Commissioner Mathur

## **PUBLIC PRESENTATIONS**

### **GENERAL BUSINESS**

2. [21-1314](#) Review and Discuss the Cultural Commission Work Plan FY2020/21 Goals and Activities

**Recommendation:** Discuss and provide updates to the Cultural Commission Work Plan FY2020/21

Commissioners reviewed the Work Plan FY 2020/21 and specific goals and activities.

3. [21-1414](#) Presentation to Commission Regarding San Jose Public Art Master Plan

**Recommendation:** There is no recommendation. This item is informational.

Ron P. Muriera, RPM Consulting, presented an Overview of the City of San Jose Public Art Master Plan.

### **STAFF REPORT**

**Recreation Manager Castro** gave an update on Parks and Recreation programs and activities. She mentioned the City is continuing the daily Senior Nutrition Meal Program at the Senior Center for a \$3.00 suggested donation. She encouraged the Commission to refer seniors to the program. January 6, will be the 200th day of the service in the Commodity Point of Distribution under COVID19 health and safety protocols. She mentioned the City continues to collaborate with the Salvation Army and the Second Harvest Food Bank with the essential Food For Families program on Wednesdays. Recreation classes and programs have been moved to a virtual platform. Registration is open and classes begin week of January 11.

**COMMISSIONERS REPORT**

**Chair Samara** reported it was great to judge the Holiday Home Decorating Contest and see so many submissions. He was happy with the social media blasts and contest results.

**Commissioner Sulcer** reported that Dr. Piper appreciated and was pleased with the Kwanzaa video. She went camping and shared a story about a commemorative art piece in Mountain Rush. Mentioned a permanent art piece in a Community Center. Would like to implement something similar in Santa Clara.

**Commissioner Bhatia**, mentioned personal memories associated with Covid 19 and elaborated on the possible art project that **Commissioner Sulcer** mentioned. She has worked with the organization, Kids in Art. Shared how kids use art to share their personal experiences and sell them to raise funds for the program. Mentioned farmers protests, and how they can use art to explain experiences and world challenges.

**Commissioner von Huene** mentioned the pocket exhibition can be implemented quickly and can include Youth Commission. She registered for a national endowment for the arts grant writing seminar and will bring a report back to the commission in February.

**Commissioner Marinaro** attended Christmas in the Park and participated in the Covid Ambassador Program.

**ADJOURNMENT**

**A motion was made by Vice Chair Marinaro, seconded by Commissioner von Huene, that the meeting be adjourned at 8:57 P.M.**

**Aye:** 6 - Chair Samara, Commissioner Bhatia, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, and Commissioner Sulcer

**Absent:** 1 - Commissioner Mathur

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## Agenda Report

21-59

Agenda Date: 2/1/2021

### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Cultural Commission Work Plan FY2020/21 Goals and Activities

#### **BACKGROUND**

The Cultural 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.

For FY2020/21, the Cultural Commission proposed the following goals and assigned commissioner sub-committees:

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.
2. Develop and encourage interactive art opportunities to provide temporary, performing, cultural, and public art in the City.
  - a. Subcommittee: Commissioners Diaz, Mathur and von Huene.
3. Raise visibility of commemorative month celebrations.
  - a. Subcommittee: Commissioners Bhatia, Mariano and Sulcer.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
  - a. Subcommittee: Chair Samara

#### **DISCUSSION**

In October 2020, the Commission resumed virtual meetings, discussed FY 2020/21 Work Plan goals, and identified subcommittees to work on activities that support the goals. At the November 2, 2020 Regular Meeting, the subcommittees reported on ideas for activities in support of the goals that would align with the Commissions budget allocations as well as conform to COVID19 State and County health and safety requirements. At the January 4, 2020 Regular Meeting, the Commission heard a presentation on the San Jose Art Master plan and provided updates to progress made on the work plan.

At their February 2021 Regular Meeting, the Commission will discuss and may take action to approve a work plan inclusive of goals and activities for the remainder of FY 2020/21 (Attachment 1).

#### **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 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](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>>.

**RECOMMENDATION**

Provide status reports on the FY 2020/21 Cultural Commission work plan goals and activities.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

**ATTACHMENT**

1. Cultural Commission Work Plan FY2020/21



**City of  
Santa Clara**

# **Cultural Commission**

**Mission, Priorities and Work Plan  
FY 2020/21**

# MISSION

*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

*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.

# PRIORITIES

1. Provide inclusive, diverse, multicultural programs for the Community.
2. Increased 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 their FY2020/21 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:

<b>GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Host free, age-friendly events with diverse, musical acts  (Friday Night Live, Concerts in the Park, Street Dance)	Samara	TBD	<i>On hold based on COVID-19 Risk Reduction Orders.</i>

<b>GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City. FY 2020/21 Budget: \$10,850</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Advise and recommend public art to City Council	von Huene	Ongoing	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Identify available boxes in FY 20/21.	
Host Halloween and Holiday Home Decorating Contests and recognition	Halloween - Diaz, Marinaro, Bhatia  Holiday – Samara, Diaz	October 30  Holiday Nov. 30-Dec. 21	Complete.  Complete.
Advocate for citywide Art	von Huene	By June 2021	Presentation 1/4/21

Master Plan			by SJ Art Advocate.
Recommend funding grants and support for community cultural groups	On hold FY 2020/21	On hold FY 2020/21	On hold FY 2020/21
Update City interactive web-based public art map	Mathur	By June 2021.	
Develop Art Exhibition (Sculpture & Survivors)	von Huene	TBD	Collaboration with Triton Museum in process.

<b>GOAL #3: Raise visibility of commemorative months.</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Partner with community groups to host and promote commemorative month's honoree	Sulcer, Marinaro, Bhatia	Celebration of Seasons Oct-Jan Feb. BHM	Celebration of Seasons: Complete. In process.
Expand social media presence by sharing online cultural events	Bhatia	Regularly	
Develop a coloring book or shared diversity experience document that downloadable and interactive	Bhatia	By June 2021.	

<b>GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.</b>			
<b>FY 2020/21 Budget: \$7,333</b>			
<b>Objectives</b>	<b>Ad Hoc Sub-Committee</b>	<b>Timeline</b>	<b>Current Status</b>
Presence at Parks & Recreation events	All	TBD	On hold FY2020/21
Ensure Cultural Commission	Samara	Ongoing	In process

events and reports are marketed and archived			
Present regularly to City Council	Chair or Vice Chair	As needed	Nov. 17, other dates TBD
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	