



# City of Santa Clara

## Meeting Agenda

### Cultural Commission

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**Monday, August 2, 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     21-894     [Cultural Commission Regular Meeting Minutes of June 7, 2021](#)**

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of June 7, 2021.

#### **PUBLIC PRESENTATIONS**

#### **GENERAL BUSINESS**

- 2.       21-895     [Final Report for Cultural Commission Work Plan FY 2020/21](#)**

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

- 3.       21-985     [Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2021/22](#)**

**Recommendation:** Develop and recommend Cultural Commission work plan goals and activities for FY 2021/22.

4.      21-893      [Cultural Commission Election of Chair and Vice Chair](#)

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

**STAFF REPORT**

**COMMISSIONERS REPORT**

**ADJOURNMENT**

*The next meeting will be on Monday, October 4, 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.

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  
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## Agenda Report

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21-894

Agenda Date: 8/2/2021

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### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Cultural Commission Regular Meeting Minutes of June 7, 2021

#### **RECOMMENDATION**

Approve the Cultural Commission Regular Meeting Minutes of June 7, 2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

#### **ATTACHMENTS**

1. Draft - Minutes Cultural Commission Meeting June 7, 2021



# City of Santa Clara

## Meeting Minutes Cultural Commission

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06/07/2021

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 7:04 P.M.**

**Present** 5 - Chair Louis Samara, Commissioner Debra von Huene, Commissioner Candida Diaz, Vice Chair Jonathan Marinaro, and Commissioner Teresa Sulcer

**Absent** 1 - Commissioner Niha Mathur

### **CONSENT CALENDAR**

**1.A**     [21-298](#)     Cultural Commission Regular Meeting Minutes of May 3, 2021

**Recommendation:** Approve the Cultural Commission Regular Meeting Minutes of May 3, 2021.

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

**Aye:** 5 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, and Commissioner Sulcer

**Absent:** 1 - Commissioner Mathur

**PUBLIC PRESENTATIONS**

There were no public presentations. New commissioners McNamara and Vega were introduced to the Commission.

**GENERAL BUSINESS**

2. [21-773](#) Cultural Commission Work Plan FY 2020/21

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

The Commission discussed the work plan goals and reported on the progress in each area.

Goal #2-Art in Public Places

**Commissioner von Huene** reported that the updated version of the Breaking Free Sculpture Exhibition video will need to be posted on the website. Three (3) checks were submitted for the winners. She reported seventy-nine (79) entries were received for the Surviving COVID Exhibition which was narrowed down to the top forty (40). There will be a second round of judging to establish the finalists and agreements that will be needed.

The Art Map is published on the Cultural Commission web page.

**Commissioner Diaz** reported that out of twenty-two (22) submissions, six (6) finalists were chosen by three (3) judges and that display locations were chosen. Winners have been notified and agreements are underdevelopment. She reported that the process was smooth. Staff will work with the winners on the painting instructions and order the anti-graffiti paint. **Commissioner Diaz** will approve the utility box and give the artists the anti-graffiti paint for the last step. Staff will inform the artists who were not chosen.

Goal #3

**Recreation Manager, Kim Castro** reported that an artist was chosen and The Coloring Book Images have been approved. An agreement is underway and payment has been requested. The artist is redoing one of the pages.

Goal #4

There was a discussion about the NEA Grant and possible partnerships for events.

**Commissioner von Huene** will be attending the Americas for Arts Conference.

**STAFF REPORT**

None.

**COMMISSIONERS REPORT**

**Chair Samara** reported that his son graduated from High School this year. He reported on the Council Economic Development Committee and Marketing Committee and how the commission may contribute.

**Commissioner von Huene** mentioned the Economic Development meeting they attended. Mentioned metrics about economic activity that is driven by artistic events.

**ADJOURNMENT**

**A motion was made by Commissioner Diaz, seconded by Vice Chair Marinaro that the meeting be adjourned at 7:54 P.M.**

**Aye:** 5 - Chair Samara, Commissioner von Huene, Commissioner Diaz, Vice Chair Marinaro, and Commissioner Sulcer

**Absent:** 1 - Commissioner Mathur

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## Agenda Report

21-895

Agenda Date: 8/2/2021

### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Final Report for Cultural Commission Work Plan FY 2020/21

#### BACKGROUND

Annually, 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 FY 2020/21, the Cultural Commission adopted the following goals and assigned commissioner subcommittees:

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 Mariano and Sulcer.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
  - a. Subcommittee: Chair Samara

#### Summary of Monthly Status Report.

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 Commission's budget allocations as well as conform to COVID-19 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 the February 2021 Regular Meeting, the Commission discussed updates to the goals. At the March, April and May 2021 regular meetings the Commission heard updates to the Sculpture Exhibit, Surviving COVID Exhibition, Coloring Book, Utility Box program and several workplan activities, with progress noted in the attached workplan.

#### DISCUSSION

Due to the pandemic health and safety restrictions and reduction of City resources, Goal 1 activities are currently on hold. At this meeting the Commission will report any final activities completed for the

2020/21 Work Plan. Items may be continued to the work plan for FY 2021/22. Subcommittees that were developed as part of the FY 2020/21 work plan will be dissolved and new subcommittees will continue to work on the activities supported by the Commission.

### **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 finalstatus reports on the Cultural Commission work plan goals and activities for FY 2020/21.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

### **ATTACHMENT**

1. Cultural Commission Work Plan FY 2020/21



**City of  
Santa Clara**

# **Cultural Commission**

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

# 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. 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 2020/21 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 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	Call for Artist 4/19-5/3.  Agreements completed.	\$750.00 stipend per artist allocated = \$4500.00  Work to carry into 21-22.
Host Halloween and Holiday Home Decorating Contests and recognition	Halloween - Diaz, Marinaro,  Holiday – Samara, Diaz	October 30  Holiday Nov. 30-Dec. 21	Complete.  Complete.

Advocate for citywide Art Master Plan	von Huene	By June 2021 Presentation 1/4/21 by SJ Art Advocate. Recommendation to apply for NEA “any town” grant.	Recommend to apply in 2022. Build preparation work plan in 21-22.
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		By June 2021.	Map completed April.
Develop Art Exhibition (Sculpture & Survivors)	von Huene	Sculpture artist agreements in place – voting in April. \$2500 allocated for artist awards.	Survivor artist project Call for Artist closed April 21. \$2500 allocated for artist awards.  Completed.

<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 and Marinaro	Celebration of Seasons Oct-Jan  Feb. BHM	Celebration of Seasons: Complete.  Completed.
Expand social media presence by sharing online cultural events	Sulcer	Regularly	
Develop a coloring book or shared diversity experience document that downloadable	Marinaro	By June 2021.	\$1,200 allocated for artist development of project. Completed.

and interactive			
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<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 FY 2020/21
Ensure Cultural Commission events and reports are marketed and archived	Samara	Ongoing	In process
Present regularly to City Council	Chair or Vice Chair	As needed	Nov. 17, April 6, 2021, next date TBD
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	



## Agenda Report

21-985

Agenda Date: 8/2/2021

### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2021/22

#### **BACKGROUND**

Annually, 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 FY 2020/21, the Cultural Commission adopted the goals listed below and assigned commissioner subcommittees. The Commission may choose to use these goals to guide their activities or may develop new goals and activities for FY 2021/22.

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.
3. Raise visibility of commemorative month celebrations.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.

#### **DISCUSSION**

At the August 2021 Regular Meeting, the Commission may discuss, update and/or take action related to the work plan goals and activities for the FY 2021/22. This discussion may include making suggestions for program budget allocations and assignments for sub committee work during the FY 2021/22 cycle.

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

**RECOMMENDATION**

Develop and recommend Cultural Commission work plan goals and activities for FY 2021/22.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation



# City of Santa Clara

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Santa Clara, CA 95050  
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## Agenda Report

21-893

Agenda Date: 8/2/2021

### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Cultural Commission Election of Chair and Vice Chair

#### **BACKGROUND**

At the beginning of each fiscal year, the Cultural Commission appoints a Chair to facilitate the monthly meetings and a Vice Chair to serve in the role of meeting facilitator in the event the Chair is unavailable. The role of the Chair is to facilitate monthly meetings, speak at City Council meetings when necessary, and work with Staff Liaison on preparing the agenda. The role of the Vice Chair is to fulfill the role of the responsibilities of the Chair when the Chair is not available.

#### **DISCUSSION**

The Cultural Commission may nominate individuals for each position. Individuals nominated can either accept or decline. Commissioners may vote for candidates in the role of Chair and Vice Chair. Commissioner with the most votes in each role will assume the responsibilities for the fiscal year 2021-22.

#### **ENVIRONMENTAL REVIEW**

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#### **RECOMMENDATION**

There is no staff recommendation.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation