



City of Santa Clara

Meeting Agenda

Cultural Commission

Monday, October 3, 2022

7:00 PM

Virtual Meeting

Pursuant to California Government Code Section 54953(e) and City of Santa Clara Resolution 22-9142, the Cultural Commission meeting will be held by teleconference only. No physical location will be available for this meeting; however, the City of Santa Clara continues to have 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

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

- 1.A 22-1127 [Cultural Commission Regular Meeting Minutes of August 1, 2022](#)**

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of August 1, 2022

- 1.B 22-1129 [Recommend that Council Approve Cultural Commission Calendar of Meetings for 2023](#)**

Recommendation: Recommend that Council approve Cultural Commission Calendar of meetings for 2023.

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. 22-1128 [Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2022/23](#)

Recommendation: Develop and recommend Cultural Commission work plan goals and activities for FY 2022/23.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on Monday, November 7, 2022.

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.

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City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

Agenda Report

22-1127

Agenda Date: 10/3/2022

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of August 1, 2022

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of August 1, 2022

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting August 1, 2022
2. POST MEETING MATERIAL August 1, 2022



City of Santa Clara

Meeting Minutes

Cultural Commission

08/01/2022

7:00 PM

Virtual Meeting

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CALL TO ORDER AND ROLL CALL

Chair Diaz called the meeting to order at 7:05 p.m. in honor of Muslim Awareness and appreciation month.

Present 4 - Commissioner Siddarth Sundaram, Commissioner Debra von Huene, Chair Candida Diaz, and Commissioner Jonathan Marinaro

Absent 3 - Vice Chair Louis Samara, Commissioner Paul McNamara, and Commissioner Jennifer Vega

CONSENT CALENDAR

1.A 22-1127 Cultural Commission Regular Meeting Minutes of August 1, 2022

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of August 1, 2022

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

Aye: 4 - Commissioner Sundaram, Commissioner von Huene, Chair Diaz, and Commissioner Marinaro

Absent: 3 - Vice Chair Samara, Commissioner McNamara, and Commissioner Vega

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

2. [22-880](#) Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2022/23

Recommendation: Develop and recommend Cultural Commission work plan goals and activities for FY 2022/23.

Vice Chair Samara joined the meeting at 7:18 p.m.

Commissioners reported the following updates to the Cultural Commission Work Plan Goals for FY 2022/23.

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

Chair Diaz mentioned that the concerts were amazing. The Live Oak Concert had an estimated 1,000 people in attendance. North side community expressed interest in a second concert for next year. The Pavilion felt small and discussion was made about possibly moving it to the Meadow to provide more movement. The Commission will continue to explore options for next year. Sponsor revenue could offset the price of the stage.

Commissioner Samara mentioned the Street Dance is Aug. 5, and that all commissioners should try to attend, be present at the information booth, and check in with the sponsors. Only one business in Franklin Square will be providing food, in addition to the food trucks and food cart.

Commissioner Marinaro will check in with the Post Office and businesses about the Street Dance. For next year, more fliers should be distributed and posted to the businesses.

Sponsors have been pleased with the concerts.

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

Utility Boxes-Ten (10) submissions were reviewed. Chair Diaz, Commission von Huene and Vice-Chair Samara evaluated the submissions. Winners and locations have been determined. Chair Diaz shared a presentation on the winners, locations and the photos of the boxes.

Chair Diaz mentioned that sponsorships were obtained for the concerts: Patelco, CEFCU, Stretch Lab and Row House. \$5,000 total was brought in from sponsorships.

Commissioner Marinaro suggested getting a sponsorship for Home Decorating Contest signs.

\$45,880 budgeted for current programming. Balance is \$2,258.

Goal #3-Raise visibility of commemorative months.

Commissioner von Huene would like to promote monthly commemorative months through special events, outreach and social media to raise awareness and cultural competency.

Commission decided to bring copies of the coloring book and crayons to the Street Dance. Pages have been shared through City news channels.

Hispanic Heritage month will be represented at the Art & Wine Festival with a Latin band and the Oct. Band for the Concert Series. **Commissioner Samara** will look into dance companies for lessons.

Both items will be added to the work plan under Commemorative months.

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

It was discussed to make a presentation to Council in October.

Goal #5-Prepare for Citywide Arts Master Plan Process.

Commission endeavors to apply for a grant in August 2023. Begin work in January 2023.

Proposed 5000 SF Art Center on Patrick Henry Drive is moving forward. Public Outreach process to see what programming the public wants to design for the space. The Commission will be involved in the input and outreach of the project. Art Walk would be included and added to Goal #5.

A motion was made by Commissioner von Huene, seconded by Commissioner Marinaro, to approve the six (6) winners for the Utility Box Art Contest.

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

Absent: 2 - Commissioner McNamara, and Commissioner Vega

STAFF REPORT

Recreation Manager Castro reported that City staff are preparing for the Art & Wine Festival. The Festival App is new for this year. Festival will include two stages of entertainment and many non-profit opportunities. She mentioned that Street Dance will consist of Sister Cities serving beer and wine, Home Kitchen's Pho, three (3) Food Trucks and the Cruising Cafe. Commissioners should arrive at 5:30 p.m. She also stated that fall registration began for programs.

COMMISSIONERS REPORT

Commissioner von Huene enjoyed the concerts and seeing the community come together.

On July 9, she attended the well attended Los Altos Art and Wine Festival and had an enjoyable time. She stated she is looking forward to the Santa Clara Art & Wine Festival.

Commissioner Marinaro said Opera of San Jose was amazing and he has attended concerts at Levi's Stadium. He stated he just saw Red Hot Chili Peppers.

ADJOURNMENT

A motion was made by Commissioner Marinaro, seconded by Commissioner, Sundaram, that the meeting be adjourned at 8:06 p.m.

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

Absent: 2 - Commissioner McNamara, and Commissioner Vega

MEETING DISCLOSURES

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CULTURAL COMMISSION

Utility Box Program Proposal

Aug 1, 2022

1

Theme

We announce a call for artists to submit artwork for the theme of **Renewal**. Acknowledging that we are slowly emerging from a pandemic, while noting the rich history and diverse population that makes up our city, the possibilities for designs are endless.

CULTURAL COMMISSION

2

Proposed Location

- District 1: Agnew / Sun Fire Way



CULTURAL COMMISSION

3

Proposed Box

- Phillina Valdez
"Water Connects Us All"

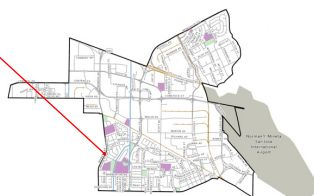


CULTURAL COMMISSION

4

Proposed Location

- District 2: Bowers / Cabrillo

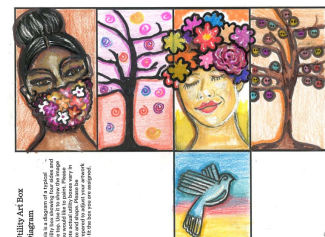


CULTURAL COMMISSION

5

Proposed Box

- Cynthia Pilgrim
"Beyond Your Imagination"

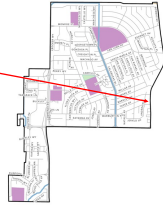


CULTURAL COMMISSION

6

Proposed Location

- District 3: Bowers / Warburton

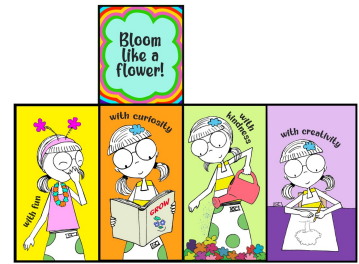


CULTURAL COMMISSION

7

Proposed Box

- Giada Conte
"Bloom Like a Flower!"

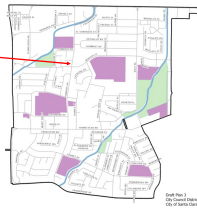


CULTURAL COMMISSION

8

Proposed Location

- District 4: Benton / Pomeroy

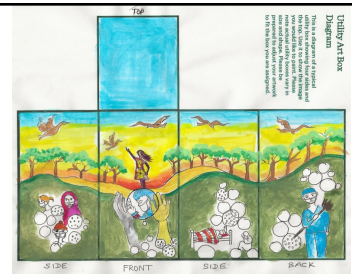


CULTURAL COMMISSION

9

Proposed Box

- Geeta Taneja
"We are in it Together"



CULTURAL COMMISSION

10

Proposed Location

- District 5: Scott / Anna



CULTURAL COMMISSION

11

Proposed Box

- Purva Sethi
"Lotus Mandala"



CULTURAL COMMISSION

12

Proposed Location

- District 6: Saratoga / Los Padres



CULTURAL COMMISSION



13

Proposed Box

- Lonie Fullerton
"Renewal of Community And Learning"



CULTURAL COMMISSION



14



Agenda Report

22-1129

Agenda Date: 10/3/2022

REPORT TO CULTURAL COMMISSION

SUBJECT

Recommend that Council Approve Cultural Commission Calendar of Meetings for 2023

BACKGROUND

In 2019, the City Council adopted Resolution No. 19-8667 regarding the dates and times of commission meetings to establish that the Cultural Commission hold regular meetings on the first Monday of each month at 7:00 p.m. when the meeting date does not fall on a City Holiday.

DISCUSSION

At the October 3, 2022 Cultural Commission meeting, the Commission will review a Draft Resolution (Attachment 1) and the Proposed Cultural Commission Meeting Calendar for 2023 (Attachment 2), which includes 9 regular meetings to be held at 7:00 p.m. on the first Monday of each month from February through December, with the exception of the Special Meeting in January and no meeting in July and September.

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, or email clerk@santaclaraca.gov.

RECOMMENDATION

Recommend that Council approve Cultural Commission Calendar of meetings for 2023.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks and Recreation

ATTACHMENTS

1. Draft Resolution Cultural Commission Meeting Dates for 2023
2. Proposed Cultural Commission Meeting Calendar 2023

RESOLUTION NO. _____

A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA APPROVING THE CULTURAL COMMISSION CALENDAR OF MEETINGS FOR 2023, SETTING THE NUMBER AND START TIME OF THE REGULAR CULTURAL COMMISSION MEETINGS, AND DELEGATING TO THE CULTURAL COMMISSION THE AUTHORITY TO ADOPT FUTURE ANNUAL MEETING CALENDARS

BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

WHEREAS, Section 2.120.030 of the Santa Clara City Code (“SCCC”) requires City boards and commissions to hold regular meetings at the times and on the days indicated by resolution of the Council;

WHEREAS, the City Council in 1987 adopted Resolution No. 5195 to set the original dates and times of the Cultural Commission, and on December 17, 2019 the Council adopted Resolution No. 19-8667 setting the first Monday of the month at 7:00 p.m. as the regular meeting date and time; and

WHEREAS, on October 3, 2022, the Cultural Commission recommended to the City Council its meeting schedule for 2023, which proposes ten (10) meetings per year (January through December), and a start time of 7:00 p.m.

NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:

1. That the City Council hereby finds that the above Recitals are true and correct and by this reference makes them a part hereof.
2. The City Council hereby approves the Cultural Commission

Schedule of Meetings for 2023, attached hereto.

3. Subject to the foregoing, the City Council hereby delegates to the Cultural Commission the authority set forth in SCCC Section 2.120.030 to establish the days and times of regular meetings. In accordance with these parameters, the Cultural Commission shall adopt a Calendar of Meetings annually.
4. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE ____ DAY OF _____, 2022, BY THE FOLLOWING VOTE:

AYES: COUNCILORS:

NOES: COUNCILORS:

ABSENT: COUNCILORS:

ABSTAINED: COUNCILORS:

ATTEST: _____

NORA PIMENTEL, MMC
ASSISTANT CITY CLERK
CITY OF SANTA CLARA

Attachments incorporated by reference:

1. Proposed Cultural Commission Meeting Schedule 2023



**City of
Santa Clara**
The Center of What's Possible

Cultural Commission
Santa Clara Senior Center
1303 Fremont Street
Santa Clara, CA 95050

Regular meetings are typically held on the first Monday of the month, beginning at 7:00 p.m., at the Santa Clara Senior Center. However, per County of Santa Clara Public Health Order, meetings will be held remotely until further notice.

January 9, 2023
Special Meeting

February 6, 2023

March 6, 2023

April 3, 2023

May 1, 2023

June 5, 2023

August 7, 2023

October 2, 2023

November 6, 2023

December 4, 2023



Agenda Report

22-1128

Agenda Date: 10/3/2022

REPORT TO CULTURAL COMMISSION

SUBJECT

Discussion and Development of Cultural Commission Work Plan Goals and Activities for FY 2022/23

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 2021/22, 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 2022/23.

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 the visibility of commemorative month celebrations.
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
5. Prepare for Citywide Arts Master Plan Process.

DISCUSSION

The Commission has a general fund budget allocation of \$48,138 FY 22/23. At the May 2022 and June 2022 Regular Meetings, the Commission began to brainstorm possible new activities for the FY 2022/23 work plan. During the planning of programs and activities of the Commission for FY 2022/23, the Commission tentatively allocated \$45,880 of the total budget to programs (Attachment 1).

At the October 2022 Regular Meeting, commissioners will continue the conversation and may discuss, update and/or take action related to the proposed work plan goals and activities for FY 2022/23. This discussion may include alternative goals and activities, making suggestions for new budget allocations to support program goals, and requesting and making commissioner work assignments to the sub-committees working on each of the goals and support 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.

PUBLIC CONTACT

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RECOMMENDATION

Develop and recommend Cultural Commission work plan goals and activities for FY 2022/23.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Cultural Commission Work Plan FY2022-23



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2022/23**

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 the FY 2022/23 (\$48,138) work plan. The budget is \$48,138. 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:

GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Plan for summer concerts in FY 2022/2023	Samara	7/22/22 – Live Oak - Hitmen 7/29/22- Central - Arena 8/12/22- Central – Megatones 10/7/22 – Central – Latin Heat 6/23/23 – Central	Concerts will begin July 22 - \$26,500
Street Dance	Samara	8/5/22- Street Dance – Pop Fiction	\$13,500-Entertainment and production, Equipment rental, permits and labor
Secure sponsors for Cultural Commission special events in FY 2022/2023	All	FY 2022/2023 for events in 2023	* Sponsorship Packet Complete * Working on attracting sponsors
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	Current Status & Budget Allocation
Advise and recommend public art to City Council		Ongoing	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Applications-June 13-July 5; August Meeting 6 artists were approved. Contracting will begin.	\$750.00 stipend per artist allocated = \$4500.00 approved June 6. \$500-Anti-Graffiti paint
Host Halloween Home Decorating Contest and Recognition			Six Districts plus Best of the Best. \$390

Holiday Home Decorating Contests and Recognition			Six Districts plus Best of the Best. \$390
Update and maintain City interactive web-based public art map		Ongoing	Up to date
GOAL #3: Raise the visibility of commemorative months.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Provide activity to promote Commemorative Months @ Street Dance, Art & Wine & October Concert	Samara	August September October	
Promote monthly commemorative months through Social Media and Special Events to raise awareness and cultural competency.	von Huene	Ongoing	

GOAL #4: Enhance communication and media strategy to increase community awareness of the Cultural Commission.			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Ensure Cultural Commission events and reports are marketed and archived	Chair or Vice Chair	Ongoing	Update Google Drive with Activities and Photos from Events
Present regularly to City Council	Chair or Vice Chair	As needed	Seeking October/November timeframe
GOAL #5: Prepare for Citywide Arts Master Plan Process (von Huene)			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation

Participate in the Community Outreach process for the development of the Community Art Center – in Patrick Henry Drive Development	Von Huene	Through FY	
Develop partnerships and stakeholders Interested in citywide Arts Master Plan	von Huene	August 2023	Currently on hold
Develop a funding strategy for funding a citywide Arts Master Plan	von Huene	August 2023	Meetings with potential partners to discuss the work and interest in an application for National Endowment for the Arts are currently on hold.