



City of Santa Clara

Special Meeting Agenda

Cultural Commission

Monday, January 10, 2022

7:00 PM

Virtual Meeting

Pursuant to California Government Code Section 54953(e) and City of Santa Clara Resolution 21-9023, 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/81503545726>

Webinar ID: 815 0354 5726

Or join by phone: 1-669-900-6833

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1. 22-1770 [Cultural Commission Regular Meeting Minutes of December 6, 2021](#)

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of December 6, 2021.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 22-1773 [Discussion of Cultural Commission Work Plan Goals and Activities for FY 2021/22 and FY 2022/23](#)

Recommendation: Provide updates to Cultural Commission Work Plan goals and activities for FY 2021/22 and FY 2022/23.

STAFF REPORT

COMMISSIONERS REPORT

ADJOURNMENT

The next scheduled meeting is on February 7, 2022.

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](https://twitter.com/SantaClaraCity)

Agenda Report

22-1770

Agenda Date: 1/10/2022

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Regular Meeting Minutes of December 6, 2021

RECOMMENDATION

Approve the Cultural Commission Regular Meeting Minutes of December 6, 2021.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Draft Minutes - Cultural Commission Meeting December 6, 2021
2. Post Meeting Material: Utility Box Update; Commission + Media Strategy



City of Santa Clara

Meeting Minutes

Cultural Commission

12/06/2021

7:00 PM

Virtual Meeting

Pursuant to California Government Code section 54953(e) and City of Santa Clara Resolution 21-9013, the Cultural Commission 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

The meeting was called to order by Chair von Huene at 7:02 p.m.

Present 7 - Commissioner Siddarth Sundaram, Commissioner Louis Samara, Chair Debra von Huene, Vice Chair Candida Diaz, Commissioner Jonathan Marinaro, Commissioner Paul McNamara, and Commissioner Jennifer Vega

CONSENT CALENDAR

1. [21-1499](#) Cultural Commission Regular Meeting Minutes of November 1, 2021

Recommendation: Approve the Cultural Commission Regular Meeting Minutes of November 1, 2021.

A motion was made by Commissioner Samara, seconded by Vice Chair Diaz that this item be approved, The motion passed with the following vote:

Aye: 7 - Commissioner Sundaram, Commissioner Samara, Chair von Huene, Vice Chair Diaz, Commissioner Marinaro, Commissioner McNamara, and Commissioner Vega

GENERAL BUSINESS

2. [21-1634](#) Discussion and Updates to Cultural Commission Work Plan Goals and Activities for FY 2021/22 and FY 2022/23

Recommendation: Provide updates to Cultural Commission work plan goals and activities for FY 2021/22 and FY 2022/23

Commissioners reported the following on the Work Plan.

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

Commissioner Samara and **Commissioner Sundaram** met to discuss hosting outdoor events. The Street Dance is proposed for August 5.

Commissioner Samara and **Commissioner Diaz** will meet regarding sponsorship opportunities for FY 22/23.

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

Vice Chair Diaz reported that five (5) of six (6) of the Utility Art Boxes are completed. **Vice Chair Diaz** mentioned the final artist is not in compliance with terms of agreement.

Holiday Home Decorating Contest is now open. **Vice Chair Diaz** thanked staff for the artwork. The commissioners will be the judges by District.

Art Map-The map is updated with the completed Utility Boxes.

Surviving COVID Exhibition-**Chair von Huene** acquired information for the top 20 semi finalists. Agreements will be processed and sent in January.

Goals # 3-4 - Raise visibility of Commemorative months and enhance communication and social media strategy to increase community awareness of the Cultural Commission.

Objective #2 will be removed from Goal #3. **Commissioner Marinaro** will be added to Goal #3 on the work plan.

Commissioner Garcia shared a presentation on the Commemorative Months and Marketing Strategy. She shared an Event Strategy and identified communication channels.

Chair von Huene and **Commissioner Vega** will meet regarding Instagram. **Commissioner McNamara**, **Commissioner Marinaro** and **Commissioner Garcia** will meet and report back at the February meeting.

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

Chair von Huene was working with partnering with Santa Clara University. The University decided to wait until a new President is appointed, therefore the project is on hold. Applications are due in August.

PUBLIC PRESENTATIONS

None.

STAFF REPORT

Recreation Manager Castro met with the music producer regarding entertainment for next year. She reported that the Tree Lighting event was well attended and it was the first year with a Snow Park at the event, which drew a crowd. Facilities are closed for two (2) weeks from December 20-January 3 due to budget reductions. The Parks & Recreation Department is hosting the Nutcracker, the Activity Guide production is in progress, registration starts Dec. 14, and the Department is currently recruiting for part time staff.

COMMISSIONERS REPORT

Commissioner Samara stated he will be on vacation from Dec. 21-Jan 1. **Commissioner Sundaram** mentioned he would like to attend the Art of the Brick in San Francisco. **Chair von Huene** stated she went to Seattle in November and went to the Museum of Popular Art. She mentioned there was a Disney heroes and villains exhibition with all the costumes on display.

ADJOURNMENT

A motion was made by Commissioner Marinaro, seconded by Commissioner Sundaram, that the meeting be adjourned at 8:16 p.m.

Aye: 7 - Commissioner Sundaram, Commissioner Samara, Chair von Huene, Vice Chair Diaz, Commissioner Marinaro, Commissioner McNamara, and Commissioner Vega

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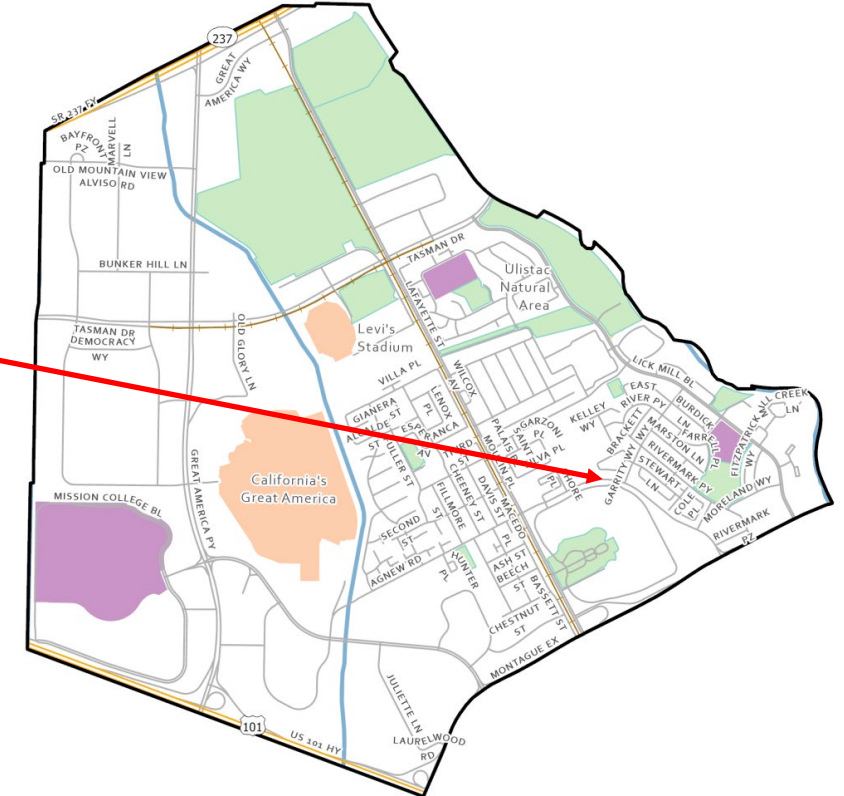
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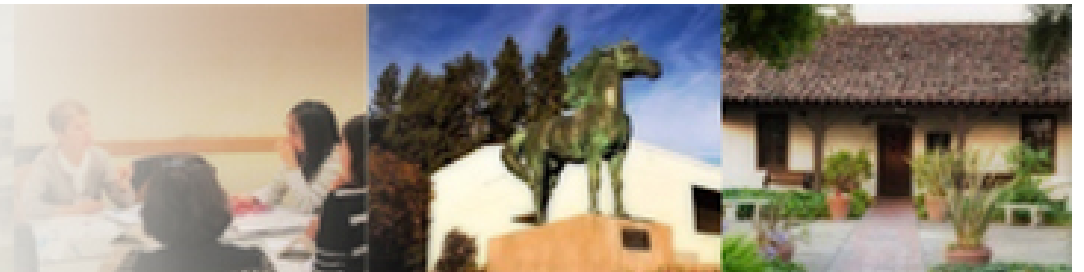
Utility Art Box Presentation Goal #2

Location

- District 1:
 - Agnew/Harrigan



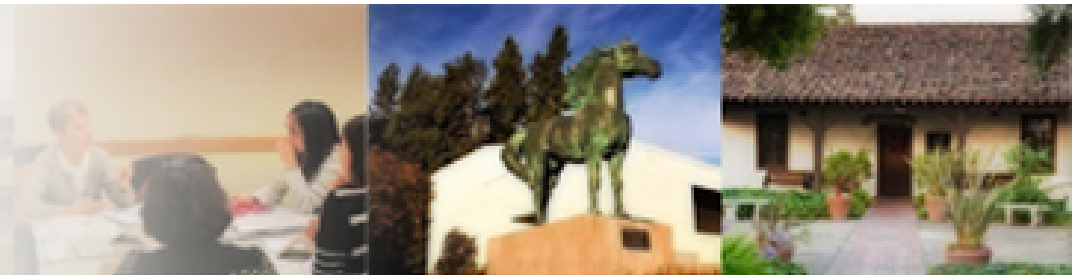
CULTURAL COMMISSION



District 1: Agnew/Harrigan

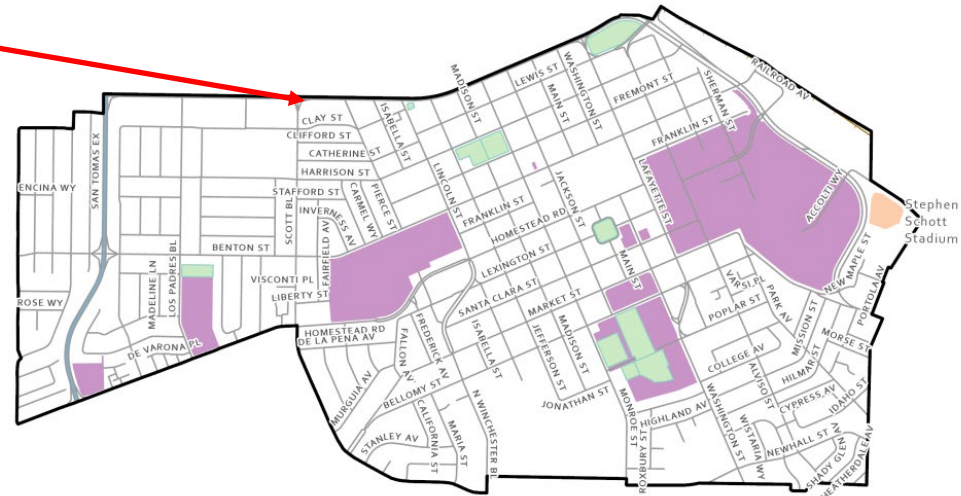


CULTURAL COMMISSION

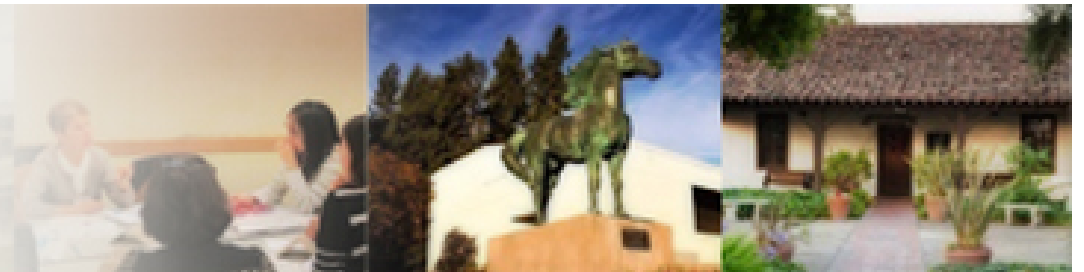


District 5: El Camino Real/Scott

- District 5:
 - El Camino Real/Scott
 - In front of Chick-fil-A



CULTURAL COMMISSION



Goal #3,4

Cultural Commission

Comms & Media Strategy Draft



**City of
Santa Clara**

Objectives

1. Enhance communication and media strategy to increase community awareness of the Cultural Commission.
2. Raise Visibility of Commemorative months



**City of
Santa Clara**

Audience and Commemorative Months

Audience

- All Santa Clara Citizens

Commemorative Months that aligned with the coloring book

- National Staying Healthy Month (Jan.)
- African American History Month (Feb.)
- Women's History Month (March)
- Error in Coloring book (April)
- South Asian and Asian Pacific Heritage Month (May)
- LGBTQ Awareness Month (June)
- American Independence (July)
- Muslim Awareness & Appreciation (Aug.)
- National Hispanic Heritage Month (Sept.)
- National Breast Cancer Awareness Month (Oct.)
- American Indian Heritage Month (Nov.)
- National Human Rights Month (Dec.)



**City of
Santa Clara**

Event Strategy

Create and publish a Cultural Commission Events Calendar

Create and publish a monthly digital newsletter or paragraph to include in a newsletter

Commissioners are to attend or host a booth at partnering city events quarterly/monthly?

Partner with community, taskforces or clubs once a month to celebrate commemorative months.



**City of
Santa Clara**

Communication Channels

- Facebook & Instagram
- Youtube
- Poster/Flyers
- Digital Newsletter
- Mail
- City's Events Calendar
- Commissioners personal social page



**City of
Santa Clara**

Communications Strategy

The Cultural Commission will implement a consistent presence on social media by following a social media content calendar. The committee will post relevant art and cultural content and it will introduce new ideas such as meet the artist video clips, cross-posting/sharing city partnerships art, and cultural events and reuse content leading up to an event to spread awareness.

Commissioners are encouraged to share one cultural committee post a month on their personal social media accounts to help drive traffic and increase awareness of our communications channel.

We will increase social media engagement by launching an Instagram, posting more regularly and promoting our social media handles on traditional print marketing.



**City of
Santa Clara**

Comms Strategy Continued

To increase social media followers and engagement we will introduce new policies to traditional marketing materials.

When using traditional media to advertise events the committee will include a footer. The collateral should include The City of Santa Clara Logo and one or a few he following:

1. “Follow City of Santa Clara’s Cultural Commission @santaclaraculturalcommission”
2. “ To learn more about the Culture Commision visit,
<https://www.santaclaraca.gov/our-city/government/boards-commissions/cultural-commission>”

Our Traditional Marketing Channels

- Santa Clara Physical Calendar
- Coloring Book
- Flyers



**City of
Santa Clara**

2021 & 2022 Program Description

Commissioners are encouraged to share one cultural committee post a month on their personal social media accounts to help drive increase awareness of our communications channel.

1. Increase community awareness of the Cultural Commission through a communication and media strategy.
 - a. #SantaClaraArts & #SantaClaraCulture Campaign
 - i. Content-driven digital outreach that aligns with commemorative months and coloring book including video
 - ii. Launch Instagram account and use story and poll features to engage audience
 - iii. Adding social media handles or our website to print documents such as the coloring book and any flyers we print out.
2. Raise Commemorative Months Visibility
 - a. Activities focused on audience engagement
 - b. In-person and Online activities
 - c. Content-driven outreach
 - d. Create an events calendar



**City of
Santa Clara**

#SantaClaraArts & #SantaClaraCulture Campaign

Kick-Off

Week of Jan. 3rd

- Kickstart the Art and Culture Hashtag Campaign with an email announcement launching our new coloring book's first commemorative month, and the announcement of our new Instagram social media page.
- Stay in know by using our new hashtags #SantaClaraArts #SantaClaraCulture #SantaClaraCommemorativeMonths



**City of
Santa Clara**

National Staying Healthy Month

Week of Dec. 27th

Teaser of new coloring book, instagram challenge and happy New Year post

Week of Jan. 3rd - 31st

Email announcement launching our new coloring first commemorative month, social media challenge #stayingheathly.

- Poll: Story Poll: Did you set a healthy new year's resolution this year?
- Social Post: Download our coloring page and tell us how you stay healthy all month long using or #stayinghealthy for a chance to be featured on our page!
- Second Social Post our #stayinghealthy coloring page and tag @santaclaraculturecomission to be featured on our page all month long!
- Re-post in the story feature tags.
- Encourage commissioners to post on their stories.



**City of
Santa Clara**

African American History Month

Week of Jan 31st

Social Media Post

Today is the first day of African American History Month. Help us celebrate by downloading, coloring, and sharing your artwork with us for a chance to be featured on our page! #SantaClaraCulture

Event or Video

Opportunity to partner with DEI taskforce to make a video celebrating African American local heroes or historic Santa Clara leaders.

Black Joy parade
(Oakland Event)

Black Artist Virtual Artshow/Gallery?

Let's Talk About Race
Community Talk led by an author or professor at City Hall

Black Lives Matter Virtual Talk?



**City of
Santa Clara**

Women's History Month - #SantaClaraWomen

Week of Feb 28th

Social post:

To celebrate women's history month, we invite you to download, color, and draw your hero on this month's featured coloring page! Tag us for a chance to be featured on our page! #SantaClaraWomen

Social engagement post - Story Questions Feature.

It's women's history month. Tell us who's your hero. For a chance to be featured in our story.

Video or Event Opportunity

Meet the women of the Culture Commission, City of Santa Clara, Etc.? #SantaClaraWomen Campaign

Silicon Valley Business Journal Opportunity



**City of
Santa Clara**

#SantaClaraArts - Utility Boxes in the City for Artist Utility Box Program

Week of (4/19-5/3/21)

Social Media Post and Flyers at Blank Utility Boxes

Call for Artists - Graphic | Your artwork could be featured on our next Utility Box!
Click/Scan here to learn more (link to the application.) #SantaClaraArts

Event or Video Opportunity

Once winners are finalized shoot a “Meet the artist” Video to talk about the idea behind their inspiration for the box. Announce the winner and a couple of days later post the video. On the cultural website include the artist’s name and district and link to the Cultural Commision youtube video. #SantaClaraArts



**City of
Santa Clara**

South Asian and Asian Pacific Heritage Month

Social Media Post

Event and Video Opportunity

Submit a video of someone in the community you're proud of and who identifies as South Asian or Asian Pacific using the hashtag #SantaClaraCulture and tagging us @santaclaraculturecommission. Three Lucky winners will be interviewed and featured on our page!



**City of
Santa Clara**

LGBTQ Awareness Month

Social Media

Happy LGBTQ Awareness Month! Join us in celebrating by downloading our Pride Coloring Page! Upload your art and tag us to be featured on our social media page all month long! One lucky winner will be interviewed for our “Meet the artist” Youtube Series. #SantaClaraCommerativeMonths #SantaClaraLGBTQ+ #SantaClaraMeetTheArtist & Promote local city events

Events or Video

Submit a video of someone in the community? | Partner with the City’s library for a read and color LGBTQ Day?

Raise the Flag Activity | Video series featuring LGBTQ+ owned business and clubs in Santa Clara?



**City of
Santa Clara**

American Independence & Summer Concert Series

Social Media Post & Newsletter & Mail in Flyer

- Week of 6/27 post old videos of summer concerts to get folks ready and excited about the new series
- Calendar Graphic Art of upcoming Summer Series
- 7/4 Post and coloring page announcement
- 7/22 & 7/29 Concert Live Oak
 - Join us for our first/second summer concert series. Enjoy music from xxx, local food vendors, sponsored booths, and xxx
 - Post throughout the event using the story feature on social media.
 - Live streaming?/Budget for a recap video to post on social post-event?



**City of
Santa Clara**

Muslim Awareness & Appreciation - Summer Concert Series

Events

Could we somehow incorporate Muslim activity or dance here in summer series?

- 8/5 Street Dance & 8/12 Concert Central Park
 - Join us for our third/last summer concert series. Enjoy music from xxx, local food vendors, sponsored booths, and xxx
 - Post throughout the event using the story feature on social media.
 - Live streaming?/Budget for a recap video to post on social post-event?
- Opportunity to invite DEI Taskforce and Clubs to have booths?

Social and Video

- Coloring Page post
 - Help us celebrate Muslim Awareness and Appreciation month by downloading, coloring, and sharing our coloring page with your friends and family.
- In celebration of #MuslimAwareness&AppreciationMonth, we're highlighting local Muslims living in our community. To feature someone in the community you admire please submit a video of a Muslim artist or leader in the community.



**City of
Santa Clara**

National Hispanic Heritage Month & Art & Wine Festival

Social & Video

In celebration of #HispanicHeritageMonth we're highlighting our Council Members with Hispanic heritage. Today, meet District X Council Member XXX

#SomosSantaClara

Hispanic Heritage Coloring Page Announcement and feature all month long

Events

Art & Wine Festival

- We include a Hispanic Heritage activity. I.G celebrating Hispanic Art Culture Corner, or a coloring table for the kiddos with our coloring pages up to this month
- Invite local hispanic clubs to perform or have a booth



**City of
Santa Clara**

National Breast Cancer Awareness Month

Events

- Halloween Home Decorating Contest

Additional Commemorative Month

- National Arts & Humanity Month

Commemorative Month Event Ideas

- National Arts and Humanity Artwalk? Use the Utility Map and Halloween Decor Map to encourage folks to get outside and check out new places. Create a passport in something if you submit completed passport of selfies?
- Sponsor a Pink Ribbon/Bow around light poles at city hall, central park etc. Dedicated to those who have lost loved ones to Breast Cancer.

Social

- Breast Cancer Awareness Coloring Page - Download this month's coloring page and share your stories!
- Halloween Decor announcement share previous winners / Share Map of Houses / add a Halloween Contest hall of Fame on website to add photos throughout the years and drive traffic/awareness
- Share Utility Map (aligns w/ arts and humanity)



**City of
Santa Clara**

American Indian Heritage Month

Events

- 11/11 FNL – Mariachi @ CRC?
- Thanksgiving

Additional Commemorative Month

- Sikh Awareness Month (we can save and have coloring book the next year?)

Social

- Santa Clara history with American Indian Heritage
- American Indian Heritage coloring page



National Human Rights Month

Events

Holiday Home Decorating Contest - maybe the theme could be National Human Rights?

Tree Lighting Ceremony - Include event focused on National Human Rights Month, or celebrate other holidays, have a kiddo coloring station for December coloring page.

Social

Coloring Page announcement

Month Long video focus on different holiday in the season.



**City of
Santa Clara**



Agenda Report

22-1773

Agenda Date: 1/10/2022

REPORT TO CULTURAL COMMISSION

SUBJECT

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

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.
5. Prepare for Citywide Arts Master Plan Process.

At the monthly meetings the Commission discusses work plan goals and activities for FY 2021/22 and is planning events for FY 2022/23.

DISCUSSION

The Commission may discuss, provide updates and take action on the activities noted in the attached Work Plan (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 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>](mailto:clerk@santaclaraca.gov).

RECOMMENDATION

Provide updates to Cultural Commission Work Plan goals and activities for FY 2021/22 and FY 2022/23.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan FY2021/22 & FY2022/23



**City of
Santa Clara**

Cultural Commission

**Mission, Priorities and Work Plan
FY 2021/22
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 their 2021/22 (\$3,921) and 2022/23 (\$48,138) 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:

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
Consider hosting free outdoor event in different districts.	Samara/Sundaram	Spring 2022	
Plan for summer concerts in FY 2022/2023	Samara/Sundaram	7/22/22 – Live Oak 7/29/22- Central 8/5/22- Street Dance 8/12/22- Central 10/7/22 – Central 6/23/23 – Central	Concerts can begin after July 1, 2022 - \$26,500
Develop a sponsorship program for Cultural Commission special events in FY 2022/2023	Samara/Diaz	FY 2022/2023 for events in 2023	
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	Samara/von Huene	Ongoing	
Identify available Utility Boxes in the City for Artist Utility Box Program	Diaz	Call for Artist Agreements completed. 5 out of 6 boxes completed.	\$750.00 stipend per artist allocated = \$4500.00 Paid in 20/21 Work to carry into 21-22.

Host Halloween and Holiday	Halloween – Diaz/Marinaro	Make interactive map	Six Districts plus Best of the Best. \$390.00
Holiday Home Decorating Contests and recognition	Holiday – Diaz/Marinaro	12/6/21-12/21/21	Six Districts plus Best of the Best. \$390
Update and maintain City interactive web-based public art map	Diaz/Garcia Vega	Ongoing	Completed Utility Boxes will be added to the map
Develop Breaking Free Sculpture Exhibition 2020	von Huene	Awards mailed Sept. 2021 “Breaking Free” winners on exhibition at Triton for 45 days	Completed recognition and promotion for 2020 Sculpture Exhibit Triton October-November 2021
Complete Surviving COVID exhibition	von Huene	Finalize awards, recognition, and publicity	\$2500 allocated from budget in 2021/2022.
GOAL #3: Raise visibility of commemorative months. (Garcia, Marinaro & McNamara)			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Partner with community groups to host and promote commemorative month’s honoree	Marinaro/Garcia		
Promote and create activities to promote coloring book or shared diversity experience.	McNamara/Garcia	Highlight a month at a time	Coloring Book posted on Commission page

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
Develop a Marketing and Communication strategy to promote Cultural Commission Commemorative Months, events and activities via social media and other communication channels with specific measurables	Garcia/McNamara		
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	
Review calendar and find efficient ways to deliver Commission priorities and collaborate.	Chair or Vice Chair		
GOAL #5: Prepare for Citywide Arts Master Plan Process (von Huene/McNamara)			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status & Budget Allocation
Develop partnership and stakeholders Interested in citywide Arts Master Plan	von Huene/McNamara	August 2022	
Develop funding strategy for funding a citywide Arts Master Plan	von Huene/McNamara	August 2022	Meetings with potential partners to discuss the work and interest in an application for National Endowment for the Arts

