



## Agenda Report

20-1424

Agenda Date: 1/6/2020

### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Discussion of Cultural Commission Work Plan FY2019/21

#### BACKGROUND

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

The Cultural Commission Work Plan FY2019/21 (Attachment 1) (Work Plan) provides additional details about the goals, objectives, activities, timelines and status of the current Commission efforts. At the July 1, 2019 meeting, the Commission adopted the following goals.

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

The Cultural Commission will continue to review and discuss the Work Plan objectives/activities, timelines, and status found in the table(s) below. The Commission may also discuss and assign members to subcommittees to work on completion of the objectives.

<b>GOAL #1: Host and enhance multicultural events to encourage and acquaint Santa Clara</b>			
Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concert at the Park, Street Dance)	Samara/Mathur	2/7/20 - Central Library 3/7/20 - Triton	February & March are scheduled & contracted GFI 2020 contract in progress

**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
Advise and recommend art to City Council	Von Huene	Ongoing	
Host City Utility Box Project	Von Huene/Diaz	Due 12/31/2019	2 of 5 Completed
Host Halloween and Home Decorating Contest and recognition	Von Huene / Marinaro	Halloween submission deadline 10/24/19 Holiday submission deadline 12/14/19	Halloween Completed Holiday presentation to Council 1/28/2020
Support City Council to find new funding sources for art	Von Huene		Commissioners attended State of Art in the City 11/10/19
Recommend funding grant support for community groups	Von Huene	March 2020 for FY 20/21	FY 19-20 Contracting Completed.
Partner with citizen group to place temporary, interactive art in public places and in community celebrations	Bhatia/ Marinaro	Ongoing	
Attend Americans for the Arts Conference	Diaz & Von Huene	June 25-28, 2020 Washington, DC	

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

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Partner with community to host and promote commemorative month's honoree	Marinaro/Bhatia		

**GOAL #4: Enhance communication and media strategy to increase community awareness**

Objectives	Ad Hoc Sub-Committee	Timeline	Current Status
Presence at Parks & Recreation events	All		December 6, 2019 Tree Lighting
Ensure Cultural Commission events and reports are recorded and archived	Mathur	Ongoing	In process
Present regularly to City Council	Chair or Vice Chair		Placemaking Oct. 22, 2019, Nov. 5, 2019; Jan. 28, 2020

Review calendar and find efficient ways to deliver Commission priorities and collaborate.	All	Ongoing	
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**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, e-mail [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public library.

**RECOMMENDATION**

Discuss the Work Plan FY 2019/21 and notate accomplishments to date.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

**ATTACHMENTS**

1. Cultural Commission Work Plan FY2019/21