



Agenda Report

20-201

Agenda Date: 3/2/2020

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) 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 below and in the attachment. The Commission may also discuss and assign members to subcommittees to work on completion of the objectives. Updates provided below on status of goal achievement.

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

- a. **Friday Night Live**
3/6/2020 - at Triton, Broceliande.
4/3/2020 - at Triton, Bossa Blue.
- b. **Summer Concert Series**
Scheduled and booked - see work plan for detail.
- c. **Street Dance**
Scheduled and booked - see work plan for detail.

GOAL #2: Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city.

- a. Advise and recommend public art to City Council, ongoing.
- b. Host City Utility Box Program, 3 of 5 Completed.
- c. Host Halloween and Holiday Home Decorating Contests and recognition, Completed.
- d. Support City Council to explore new funding sources for public art, ongoing.
- e. Recommend funding grants and support for community cultural groups, March 2020.
- f. Partner with citizen groups to place temporary, interactive art in public places and in community celebrations, ongoing.
- g. Attend Americans for the Arts Conference, June 25-28, 2020 Washington, D.C.

GOAL #3: Raise visibility of commemorative months

- a. Partner with community groups to host and promote commemorative month's honoree. Developed scope of work 1/2020. Suggested discussion with Economic Development & Marketing Committee.

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

- a. On task - see work plan for detail.

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 or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

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

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Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENT

1. Cultural Commission Work Plan 2019/21