



## Agenda Report

18-949

Agenda Date: 7/2/2018

### REPORT TO CULTURAL COMMISSION

#### **SUBJECT**

Strategic Plan Overview and Goal Setting for FY 2018/19

#### **BACKGROUND**

On September 18, 2017, the Cultural Commission held a Special Meeting to discuss its goals and work plan for FY 2017/18. The following goals were selected based on priority and community needs:

- Increase multicultural and diversity programming
- Incorporate commemorative observances into messaging and programs
- Continue to hold variety of art forms and interactive programs throughout the year
- Regular and improved communications and collaboration with City Council, staff, and the community
- Educate the Commission by documenting process, collaboration, templates, training Commissioners, and tracking vendors and nonprofits
- Streamline and improve usage and coverage of marketing resources
- Continue strategic and insightful planning

#### **DISCUSSION**

Staff is seeking feedback on the Commission's goals and priorities for FY 2018/19 to develop a work plan. This information will be used in balance with the availability of staffing resources for implementation.

#### **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(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

#### **FISCAL IMPACT**

There is no fiscal impact associated with this item. The FY2018/19 Operating Budget allocates \$87,708 in the Parks and Recreation Department for Cultural Commission-related programming.

#### **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>](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public library.

**RECOMMENDATION**

There is no staff recommendation.