



City of Santa Clara

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

Agenda Report

18-1279

Agenda Date: 9/18/2018

SUBJECT

38th Annual Art & Wine Festival-Event Evaluation

BACKGROUND

The Parks & Recreation Commission hosted the 38th annual Santa Clara Art & Wine Festival in Central Park on September 15 and 16, 2018 which is one of the Work Plan Goals for FY2018-19. The Parks & Recreation Commission reviews and makes recommendations on aspects of the festival including: entertainment; beer, wine, token and commemorative glass selection, quantities, pricing and service locations; Commissioner assignments; charitable organization volunteer assignments and fund distribution; and event promotion.

DISCUSSION

The Parks & Recreation Commission will discuss and evaluate the 38th Annual Santa Clara Art & Wine Festival and provide recommendations to improve the festival in the coming year. Recommendation for Council consideration of financial grants from event funds raised to charitable organizations will be made at a future Commission meeting.

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 Parks & Recreation 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, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

Prepared by: Dale Seale, Deputy Parks & Recreation Director

Approved by: James Teixeira, Director of Parks & Recreation