



Agenda Report

19-1695

Agenda Date: 1/7/2019

REPORT TO CULTURAL COMMISSION

SUBJECT

Cultural Commission Work Plan Updates and Discussion for FY2018-19

BACKGROUND

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

In August 2018 the Commission agreed upon the following FY 2018-19 goals, events and activities with the plan to revisit and discuss the items monthly.

The goals are as follows:

1. Host and enhance multicultural events to encourage and acquaint Santa Clara residents with cultural diversity
Host free, age-friendly events with diverse, musical acts (Friday Night Live, Concerts in the Park, Street Dance)
2. Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the city
Explore new funding sources for public art (Santa Clara Art Impact Fee, NEA, CAC)
Recommend funding and support for community cultural groups
Partner with citizen groups to place temporary, interactive art in public places and in community celebrations (Sculpture Exhibition, City Hall Plaza Art, Midsummer Cultural Celebration at the Triton Museum, SCU Franklin Arts Walk, and Downtown Parade of Champions)
Advise and recommend public art additions to City Council and staff
Attend Americans for the Arts Conference
3. Raise visibility of commemorative months
Partner with community groups to host and promote commemorative month's honoree
4. Enhance communication and media strategy to increase community awareness of the Cultural Commission
Presence at Parks and Recreation Events (Art & Wine, Tree Lighting, Egg Extravaganza, 4th of July)
Ensure Cultural Commission events and reports are marketed and archived
Present regularly to City Council

DISCUSSION

The Cultural Commission will review and discuss work plan goals and year at a glance (page 6-7 of attached work plan). The Commission will also review, discuss and assign members to subcommittees to meet the goals and objectives of the work plan.

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 Park & 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.

RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci, Recreation Supervisor

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation