



City of Santa Clara

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Agenda Report

19-081

Agenda Date: 1/15/2019

SUBJECT

Review Draft 2019 Art & Wine Poster and Provide Feedback

BACKGROUND

The 39th annual Art & Wine Festival will be held in iconic Central Park over two days, September 14-15, 2019. Proceeds from the Art & Wine Festival go to local non-profits. The festival attracts over 50,000 visitors over the course of two days to visit and shop at over 160 artists' booths, go on rides in Kids Kingdom, sample local wines and artisan beers while enjoying entertainment on three stages. Each year a poster is used in the promotion and marketing of the event.

DISCUSSION

The Park and Recreation Commission will review two (2) poster samples created by staff and provide feedback on poster style and elements, or take other action on the event poster that will be used in the promotion and marketing of the 2019 Art & Wine Festival.

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 <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Review and recommend feedback on the 2019 Art & Wine Poster.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks and Recreation