



# City of Santa Clara

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## Agenda Report

19-117

Agenda Date: 2/19/2019

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### REPORT TO PARKS & RECREATION COMMISSION

#### **SUBJECT**

Review Draft 2019 Santa Clara Art & Wine Poster and Provide Feedback

#### **BACKGROUND**

The 39<sup>th</sup> annual Santa Clara Art & Wine Festival will be held in Central Park on September 14 and 15, 2019. Net proceeds from the Art & Wine Festival go to local non-profit organizations and programs. The festival attracts over 50,000 visitors and features 160 craft and artist booths, a Kids' Kingdom, local wines and craft beers, and live entertainment on three stages. Each year, a poster is used in the promotion and marketing of the City's special event.

#### **DISCUSSION**

The Parks & Recreation Commission reviewed two (2) poster samples created by staff at the January meeting and gave feedback on poster style and elements. Staff will propose updated versions of the poster for Commission feedback. The Commission may take action on the event poster that will be used in the promotion and marketing of the 2019 Santa Clara 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 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, e-mail [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**

Review and recommend approval of the 2019 Santa Clara Art & Wine Poster.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation