



# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
[santaclaraca.gov](http://santaclaraca.gov)  
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## Agenda Report

19-1039

Agenda Date: 9/17/2019

### REPORT TO PARKS & RECREATION COMMISSION

#### **SUBJECT**

39<sup>th</sup> Annual Art & Wine Festival - Event Evaluation

#### **BACKGROUND**

The 39<sup>th</sup> Annual Santa Clara Art & Wine Festival was scheduled for September 14 and 15, 2019 in Central Park. Hosting the festival is one of the Commission Work Plan Goals for FY2019-20. 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 39<sup>th</sup> Annual Santa Clara Art & Wine Festival and provide recommendations to improve the festival in the coming year. Discussion and consideration of distribution of financial grants from net glass and token booth revenues to charitable organizations will be scheduled for 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, e-mail [clerk@santaclaraca.gov](mailto: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