



CULTURAL ADVISORY COMMISSION City of Santa Clara



DRAFT Minutes of the April 2, 2012 Meeting

- Commissioners Present:** Debi Davis, Bunny Lockwood, Debbie Pavao, Kent Neal
- Commissioners Absent:** Vivian Arciniega-Aanenson, Fatima Fagundes, Dave Leon are excused absent
- Staff Liaison:** Yvonne Felix Galletta, Interim Staff Liaison
- Visitors:** George Rivera, Preston Metcalf, Ester Fernandez, Chris Chang-Weeks, and Jill Meyer, George Doeltz

MATTERS FOR COUNCIL ACTION – None.

1. Call to Order and Roll Call. The meeting was called to order at 7:30 pm by Chair Davis. Commissioner Neal motioned to excuse Commissioners Arciniega-Aanenson, Fagundes and new Commissioner Dave Leon. Motion seconded by Commissioner Lockwood. Motion passed unanimously.
2. Approval of Minutes. Commissioner Lockwood moved to approve March 5, 2012 meeting minutes, Commissioner Neal seconded and it passed unanimously.
3. Correspondence & Announcements. De Saisset Museum exhibit April 19th. Rose Kohr to update Museum mailing list to include all Cultural Advisory Commissioners
4. New Business.
 - a. Presentations by Community-Based Organizations Requesting Funding for the 2012-13 Fiscal Year:
 1. Triton Museum of Art – George Rivera, Preston Metcalf, Ester Fernandez, Chris Chang-Weeks, and Jill Meyer presented updates of current events and overall status of Triton Museum. A short “in house” created video presentation included how they are making learning about art history more interesting, to increase attendance for Art History Talks with Preston Metcalf. Triton has also received generous grants for Teen Studio, a free program for high school students @ 4 workshops, 18 scholarships for middle school students, a pre-K & K at 4 elementary schools; Hughes, Scott Lane, Briarwood, & Bowers and are in a few elementary schools funded by PTA funds. They are adding a 6-8 week portfolio program for advanced students as well. Overall, the museum is doing well and offering more opportunities to a larger base of people. It was noted the grant benefactor has renewed for the 2012-2013 year.
 2. Mission City Opera – Not present
 3. Santa Clara Players – George Doeltz requested \$5,850.00 funding, the same as last year. This would support production of 4 plays; “Nana’s Naughty Knickers”, “Harvey”, “Spreading it Around” and a melodrama co-production with the Triton Museum “The Drunkard”. Expenses expected to increase approx \$950. Total attendance 2011-2012 estimated at 2400 for all 4 performances, slightly lower than previous year, however actual number of subscribers listed at 268. Advertising with Constant Contact, direct mail, newspapers; SC Weekly, Zvents in SJ Mercury.
 4. Santa Clara Ballet – representative requested \$7,000 for production expenses and \$6,950 for theater rental subsidy at SC Convention Center for a total of \$13,950. CAC members noted Council mandate that all funding remain flat- i.e.; 2011-2012 funding was \$12,555.

Representative said they kept prices down to make more affordable for families. Attendance was up. Annual number of patrons, members, subscribers & season ticket holder is 1,800. Annual performance of Nutcracker scheduled for second week in December 2012. Enrollment in school is down 10-20%. Trying to hold performance of Summer Ballet program at MCPA Center July 15, 2012, but program has not yet been outlined or confirmed. Advertising in multitude of methods electronic, newspaper, calendar and flyers.

5. Santa Clara Chorale – Representative requested \$9,765 for 7 performances during the fiscal year 2012-13. To finish off 2011-12 fiscal year, Chorale will celebrate their 50th Anniversary with “Carmina Burrana”, May 4. This will include flying in 2 former directors from South America and Washington, DC. It was noted the Chorale also received grants from Hitachi and another benefactor. Revenues are projected to increase from \$105,312 to \$122,140, a \$17,000 increase. Expenses are projected to increase from \$99,559 to \$121,790 an increase of \$22,000.
- b. Budget Process for FY 2012-2013 – City mandates no new staff projects. City Council will review items submitted for consideration that do not need city staff involvement. An example was the Library Cultural Music Series Evenings being very successful. The library paired with their contacts. The Library’s event was presented as a performance program at the Central Park Pavilion with minimal impact requiring staff support.

5. Unfinished Business

- a. Street Dance 2012 – Staff Liaison Galletta to pursue written break down of fees from Jimmy Goings of GFI event services. Discussion included creating a questionnaire for distribution during events. Chair Davis to send an email request for ideas from the full commission, to be used at the June meeting.
- b. Concerts in the Park – *tabled until June meeting*
- c. Utility Box Update – Commissioner Lockwood met with student artist Sumaiya Elahi, her teachers and former Commissioner Castro to review structure of project, noting prime weather during spring break. Schedule to be set and confirmed. Materials will be available through Staff Liaison Galletta.
- d. “Art in the Air” Banner Display Update: Dates to be confirmed. Air Exhibit will start April/May and run through September 2012. Will use previous year banners
- e. Cultural Advisory Commission –Review of Application Guidelines for Fiscal Year 2013-2014
 - 1) Convene sub-committee of the commission to review and make recommendations to the Commission - *Tabled until May meeting.*

- 6. Commissioner Reports.** Triton Museum of Art Gala fundraiser is April 28. Commissioners discussed need to attend events the City and Commission are supporting. Budget review indicates funds are available for Commissioners to attend. Tickets are \$125 x 7 = \$875. Commissioner Lockwood made a motion to allocate unused conference funds, (due to travel restrictions) for all Commissioners to attend the Triton Museum Gala Fundraiser. Staff Liaison to inquire into possible rate reduction for Commissioners.

7. Public Presentations. None.

8. **Adjournment.** There being no further business, the meeting was adjourned at 10:04pm. The next meeting is scheduled for June 4, 2012 at 7:30pm.

Respectfully submitted,



Debbie Pavao
Recording Secretary