

CUPERTINO POET LAUREATE



Playbook

2016



Cupertino Poet Laureate Playbook
Prepared for the Cupertino Poet Laureate (CPL) Program
Version 5.0, June 30, 2016 FINAL

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Background

In 2010, Ron Miller, Cupertino resident, poet, and poetry teacher was a member of the City Library Commission. As they considered programs for the year, Ron suggested Cupertino have a Poet Laureate. Other communities, such as Los Gatos, Saratoga, and San Jose, had recently instituted such a program, modeling in a less intense manner the county, state, and national Poets Laureate programs.

The Library Commission liked the idea and persuaded Ron to provide leadership to the initial effort. He formed a selection committee with members from The Friends of the Cupertino Library, the Cupertino Library Foundation, teachers, poets and others-8 in all, representing a cross-section of interests in the community and an ethnic balance reflective of Cupertino. (see addendum)

The Poet Laureate program was sanctioned by the Cupertino City Council through a Resolution read at the City Council meeting December 21, 2010. (see addendum)

History

The Poet Laureate Selection Committee met for several months mapping out a plan, learning more about poetry, gaining insights, and detailing the selection process. “Norming” was an important component of the initial training of the Selection Committee. Different forms of poetry were read by the committee members under the instruction of a poetry teacher. Committee members rated and discussed various attributes. This process helped the group see poetry through a more collective lens. (see addendum)

A Master Plan was developed to keep this volunteer committee on track. Through regular meetings and an active marketing effort, the first Poet Laureate was sought in the spring of 2011, the term to be from October 2011-October 2013. There were four qualified applicants. **Dave Denny** was recommended by the Selection Committee. He was then confirmed by recommendation to the Library Commission, endorsed by the City Staff liaison, and ratified by the City Council at its September 2011 Council Meeting.

The first term of the Cupertino Poet Laureate was successful as Dave was eager and willing to try new ideas and build on what had been successful in other neighboring programs. He was able to bond well with other Poets Laureate and engage several of them in various events and workshops. Keeping the program and events before Cupertino residents was a continual marketing challenge, as was coordinating schedules of the core volunteers from the Selection Committee who assumed various roles.

Readings at local coffee shops and houses seemed like a natural gathering spot. Dave had three. The crowds came and were too many to fit comfortably. The noise level of the coffee-making apparatus made hearing the scheduled poets and those for open mic very difficult. For outside venues, it became apparent that a portable sound system was needed, which became the first major purchase from what was a very lean budget.

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From the beginning the Selection Committee believed it was important to include a representative from each of the sponsoring organizations, literature and poetry teachers, and past Poets Laureate as described in the sponsoring organization section. Minimal supplies were used the first couple of years. The City, The Friends and The Library Foundation each seeded the program with \$500. The monies lasted.

The Selection Committee formed again toward the end of Dave's second year of service. He became a vital part of the second committee. Unfortunately, Ron Miller was unable to continue in a leadership role. We recruited several more members and lost some, but the core of the initial committee remained to begin the process of selecting the second Poet Laureate for Cupertino. (see addendum for names of committee members)

The selection process for the second term went much more smoothly, as we had committee members who had experienced the process before, and we had learned more effective means of getting out the word about the selection timing and process. Each Selection Committee had a Chair to organize and facilitate the plan. Dave had a wide network by this time as well, and a couple of them applied for the position. We had four valid applications and two who did not qualify.

Jennifer Swanton Brown was selected as the second Cupertino Poet Laureate. A competent writer and teacher, Jennifer also liked organizing her events and promoting them through the PL Blog and social media. Adrian Kolb, one of the initial committee members, continued through Jennifer's term to walk alongside her and support Jennifer as requested. Reporting to the funders surfaced as an important need to fill through this term. Adrian and Bev Lenihan assisted Jennifer to make sure this happened and that a more developed schedule of events was promotable in a timely manner. Jennifer enjoyed the public events and wrote specific poems for various City events and holidays.

A learning lesson from Jennifer's term was that more than one coordinator for the Poet Laureate might spread the workload and take advantage of the various strengths on the Selection Committee. So, three members organized the third selection process-Adrian Kolb (former Library Commissioner and The Friends of the Cupertino Library), Ann Stevenson (Library Commissioner), and Bev Lenihan (Cupertino Library Foundation Board Member).

The Selection Committee returned minus one member. A poet, also a teacher, was added to round out the committee. Monthly meetings were again held in the spring and summer of 2015 with both Poets Laureate attending when possible. More online promotion of the selection timeline and process occurred. And, the circle of potential Poets Laureate grew wider with Dave and Jennifer's assistance.

Five qualified applicants surfaced for the interview process, held the summer of 2015. Amanda Williamsen was selected to be the Poet Laureate for the term beginning January 1, 2016-December 31, 2018. She had the benefit of being selected with one quarter overlap with Jennifer. Though she had no official duties during this time, she could attend PL events and join Jennifer in reading on a couple of occasions. It helped her get up to speed on process, scheduling, and learning the names of the various constituent groups.

A private reception was held at the beginning of each Poet Laureate term to welcome the incoming PL, thank the outgoing PL, and to appreciate the sponsoring groups. This official launch offers further validation of the honor since this is primarily a pro-bono community benefit



position. For the 2016-2018 term, the budget includes a \$250 stipend sponsored by the Cupertino Library Foundation and payable at the beginning of each year for the Poet Laureate,

Adrian Kolb, Bev Lenihan, and Ann Stevenson have accepted responsibility for managing the Poet Laureate program during the 2016-2017 term. Each brings unique strengths to the program as reflected in the collaboration in writing this Playbook.

The Selection Committee will again gather in spring of 2017 to begin the process for 2018-2019 Cupertino Poet Laureate. The goal is to bring on new leadership to the Selection Committee, using this Playbook as a guide for the process.

Vision Statement

It is the vision of the Cupertino Poet Laureate program to stimulate cultural and literary awareness in Cupertino; introduce youth and adults to the personal and community benefits of poetry both as personal reflection and as reflective of our history and culture; reveal, recognize, and engage literary talent residing in the community; and promote our Library as a cultural center in Cupertino.

Mission

To provide the residents of Cupertino programs, workshops, and events which introduce and reinforce poetry as an enriching cultural art form open and accessible to all.

Organization-Roles & Responsibilities

City of Cupertino – Sanctioning Organization, Sponsor and Funder

The Friends of the Cupertino Library – Funder

Cupertino Library Foundation – Funder

Cupertino City Council – Ratifying Organization

Cupertino Library Commission – Recommending Organization

Poet Laureate Selection Committee – Selection Process; recommend PL Candidate to Library Commission

Poet Laureate Coordinating Committee – Sub-set of Selection Committee; oversees current PL activities and schedule; facilitates details of program, as required

Cupertino Library – Partner in program development; event venue; assists in scheduling venues

Program Objectives & Metrics



1. To raise awareness of poetry as a viable cultural art form for Cupertino residents in the 21st century, as measured by media presence, event variety, and increasing participation.
2. To build interest in the various poetry forms, as measured by event and workshop participation.
3. To build a desire for residents to be involved in further art and cultural activities, including poetry, as measured by attendance at offerings through the Library, schools, theatres, museums, centers, and presentation venues.
4. To increase active participation in all art forms, especially poetry, by all ages and ethnic communities who form the rich fabric of Cupertino as measured by offerings and involvement.

Supporting Organizations & Sponsors

The Poet Laureate program, as a grassroots effort, has benefited greatly through the valuable relationships of the Selection Committee and Poets Laureate. These relationships need to be acknowledged, kept informed and thanked throughout the term of each Cupertino Poet Laureate.

The following supporting organizations have enriched the program's effectiveness:

The City of Cupertino* – Carol Atwood

The Cupertino Library Commission – Adrian Kolb & Ann Stevenson

The Cupertino Library Foundation* – Eno Schmidt & Annie Ho

The Friends of the Cupertino Library*- Kathy Stakey, President, Adrian Kolb

The Cupertino Library – Gayathri Kanth, Cupertino Librarian and support Librarians

Cupertino Union School District – Andi Jackson, Jackson_andi@cusdk8.org

Fremont Union High School District – Debbie Vanni, Homestead High English Teacher

YMCA Poetry Class – Ron Miller

Sr. Center, Adult Ed. Memoir Class – Bev Lenihan

CEEF – Lisa Hirai Tsuchitani, Executive Director

Euphrat Museum at De Anza College – Diane Argabrite, Manager

Cupertino Rotary – see website for current president: www.cupertino Rotary.org or Bev Lenihan

De Anza College – Dave Denny

*Sponsor

The CPL program is officially supported by the following organizations: The City of Cupertino (<http://www.cupertino.org/>)

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The city's poet laureate page can be found under the Living Tab > Arts & Culture (<http://www.cupertino.org/index.aspx?page=1050>). Content on this page is updated by the city.



- The **Cupertino Library Commission** (<http://www.cupertino.org/index.aspx?page=56>) is part of the city government. The CPL is a program administered by this commission. This link (<http://cupertinolibrary.org/commission/index.html>) is administered by the Commission, not the city, and includes photos and other nice information.
- The **Cupertino Library Foundation** (<http://cupertinolibraryfoundation.org/>) is a not-for-profit organization that functions to raise money for and support the library in Cupertino. This is a large and active group.
- **The Friends of the Cupertino Library** (<http://cupertinolibrary.org/friends/>) is a more informal group that helps raise money for the library with annual book sales. They have a closet in the library where PL equipment can be stored.

The **Cupertino Library** is the CPL's second home. The library is a branch of the Santa Clara County Library system (<http://www.scccl.org/cupertino/>), but has its own website here (<http://www.cupertinolibrary.org/>). This is the link from the city's website (<http://www.cupertino.org/index.aspx?page=943>)

The program is also informally supported and encouraged by the following, in large part because of membership in these groups by official sponsors.

- The Cupertino Chamber of Commerce (<http://cupertino-chamber.org/>)
- The Rotary Club (<http://portal.clubrunner.ca/3794>)

Schools

Fremont Union High School District (<http://www.fuhisd.org/>) includes three high schools in Cupertino (Monta Vista, Homestead, and Cupertino)

- Contact is Debbie Vanni Debbie_Vanni@fuhisd.org

Cupertino Unified School District (http://www.edline.net/pages/Cupertino_Union_SD)

- Contact is Andi Jackson Jackson_andi@cusdk8.org

It is the responsibility of the Cupertino Poet Laureate to communicate on a regular basis with the Cupertino City Council, The Library Commission and the Friends of the Cupertino Library.



Frequency and type of updates on the poet laureate programs are arranged with each organization by mutual agreement.

Updates can be written reports, possibly quarterly. (see example as addendum) In addition, the Poet Laureate is encouraged to occasionally visit the monthly meetings held by the Library Commission, the Foundation and The Friends during his/her term. Normally, the CPL will be introduced at the beginning of the meeting, and will have a few minutes to describe his/her ideas, promote events, and answer questions, after which he or she can leave. The City Council appreciates an appearance and short oral update at one of their bi-monthly meetings, possibly twice a year.

Communication with supporting organizations and partners is key to the success of the Poet Laureate program. It is a mutually supportive relationship; their members support the program fiscally and logistically, and appreciate getting to know the CPL. They in turn spread the word about the Cupertino Poet Laureate program, and often attend events.

Budget

The budget approach has gotten more formalized over time and will continue to do so. Initially, it was hoped the program could be pretty much self-sustaining with the initial seed monies:

- City of Cupertino-\$1000
- Cupertino Library Foundation-\$500
- The Friends of the Cupertino Library-\$500

The Parks & Recreation Department of the City houses the monies from the City and the original monies from the Cupertino Library Foundation. The Friends pay directly for materials and such through an approved process; an electronic or hard copy receipt is sent to the president of the Friends by a member of the Steering Committee. The president will arrange to have a check sent directly to the person receiving reimbursement. It is recommended that the funds from the Friends of The Cupertino Library be used first, as those do not roll over from year to year.

A quarterly review of the status of the funds with our partners and the current Poet Laureate is recommended.

A contributing factor for the need for a budget plan was the increasing awareness from the Poets Laureate that if they were not getting compensated for this honorary position, a stipend should be considered. The 2016-17 Poet Laureate, Amanda Williamsen, received a \$250 stipend in the form of a check from the Cupertino Library Foundation (CLF) at their January 2016 Board meeting during which she gave a poetry reading. The same will occur in January 2017. These are additional monies budgeted by CLF.

In the 2016-2017 term, it was advised that invited past and current Poets Laureate readers to CPL events should also receive a modest stipend for their appearance and participation, subject to budget considerations.

A formalized spreadsheet was developed in February 2016, capturing income and expenses to date. It is managed by one of the three program coordinators and is available on Google Docs. (see addendum)



Steering Committee

It has become advisable to have a small steering committee coordinate the implementation of the Cupertino Poet Laureate plan and activities. The Poet Laureate Selection and Steering Committee will guide the CPL through his/her term. From selection through event planning, the media and all other details, these people are the Poet Laureate's "consultants." Ideally, a library commissioner liaison will be part of this committee, as the program is administered by the City through the Library Commission. Efforts will be made to have a representative of the Foundation and The Friends on the committee as well.

The responsibilities of the Steering Committee will change from time to time, depending largely on the skills and interests of each Poet Laureate. Generally, the Steering Committee will:

- Communicate the recommendation of the incoming Poet Laureate to the Library Commission, who in turn makes recommendations to the City and the City Council
- Facilitate the approval process with the incoming Poet Laureate, including background checks and fingerprinting
- Arrange for the presence of the Selection Committee and sponsoring partners to attend the City Council meeting where the Poet Laureate recommendation is ratified, and the new CPL is formally introduced to the Council and those attending that evening
- Facilitate the planning process with the incoming CPL.
- Organize the VIP Reception at the beginning of the CPL's term
- Facilitate the commitment of locations for various CPL events, workshops, readings, etc.
- Facilitate the promotion of the CPL activities
- Make introductions on behalf of the CPL
- Call the Selection Committee together in a timely manner to qualify and recommend the next CPL
- Ensure fiscal responsibility and accountability to the CPL partners and sponsors

Expectations of the Poet Laureate

Each succeeding Cupertino Poet Laureate brings a unique set of skills, attributes and interests to the position along with unique approaches to poetry. In general, it is preferred that the CPL come to the position with a willingness to do and experience in:

- Planning
- Budgeting, fiscal management
- Scheduling
- Writing
- Marketing
- Teaching, facilitating
- Speaking
- Social Media



- Recognition, appreciation

Selection Process

The goal is to solicit as many prospective Cupertino Poet Laureate candidates as possible from the breadth and depth of the City's demographic and psychographic poetic community. As awareness of and interest in the program grows, more poets are emerging and showing interest in considering this honorary position.

The term of office for the honorary position of Cupertino Poet Laureate is two years-January 1 through December 31st. The selection timeline allows for a three-month overlap so the incoming CPL can confer with the current CPL. This approach helps the new CPL start the term with active projects instead of going through a time of planning and budgeting.

The position is also a gateway to other Poets Laureate, other poetry venues and access to a national consortium of fellow poets. This aspect of the position is becoming increasingly appealing to the CPL.

Several distinct steps constitute the Cupertino Poet Laureate Selection Process. (See addendum for examples of forms used.)

The Selection Committee (SC)-prior committee members are invited back, including past Poets Laureate. An ideal number seems to be 7 with a cross-section of poets, teachers, marketing, community leaders, and past Poets Laureate. It is ideal to have about one third of the SC be new members each term.

The Timeline-is set by a master plan, done in a Word Table. The first SC meeting is usually calendared about 18 months from the beginning of a new CPL term. (see addendum)

The Promotion-the marketing elements from application through press releases are reviewed each term for their relevance and freshness, while maintaining the CPL "brand." Increasingly, getting the word out through eblasts, the CPL blog, Facebook and other social media are expanding the reach into the community. Posting flyers at the Library is a must, and some handout flyers are helpful. By far, the Cupertino Courier has been our best media outlet. (see examples in the addendum)

The Application Process-is marked by a form to be completed by the applicant, which details requirements and desirable attributes. It also requests sample writings. In past terms the applications were required to be turned in to the City Hall by 5pm on the due date. Increasingly, the SC will probably prefer to collect these applications through an email address that is linked to Google Docs, and available for viewing and comment by the SC. (see examples in the addendum)

The Candidate Review Process-historically, one or two members of the SC have done a quick review of the applications to determine if each candidate is viable-21 or over; living or working in Cupertino for at least two years; or with demonstrable ties to Cupertino, etc. Phone calls to



clarify information sometimes occur. When the final group of candidates is established, the review criteria forms are used by the SC in a meeting to narrow the candidate pool. The scores from the criteria form are tabulated; specific aspects of an application may be discussed, and the SC decides on the final group to be interviewed. One member of the SC secures the room(s) for the interviews based on desired dates available of the majority of SC members; one SC member calls and books the candidate interviews. Final schedules are sent via email to the SC. A note of confirmation is sent by one SC member to each candidate who will be interviewed, and another SC member notifies and thanks those who will not be interviewed. (see addendum)

The Final Candidate Interviews-each in the final candidate pool is briefed on the questions they will be asked at the interview by an email sent from the SC and told they may read 1-2 poems during the 30 minute interview. As many SC members as possible attend these sessions, with each one being designated a question to ask the candidate. The ability to sense how the candidate handles a group dynamic, body language, composure, ease of being in a new setting—all of these factors (and others) assist in the determination of whether a candidate is not only a good poet, but will probably be a good spokesperson for the CPL program and teacher for various forms of poetry.

The Selections Committee Deliberations-as soon as possible after the completion of the interviews, the SC gathers to discuss the final candidates. A form is used for the SC to complete on each candidate for purposes of discussion (and record) at this meeting. Usually, there is a clear preference by the group. If not, the priorities of the program are again considered in the context of each final candidate. In the end, the SC all agree to support the final recommendation. At this point, one person from the SC is designated to call the preferred candidate and confirm their willingness to serve. A background check and fingerprinting is required and can be scheduled through the City to be done in an expeditious manner. Once the background check and fingerprinting is passed, letters are sent to the candidates who were not chosen.

The Recommendation of the Final Candidate to the Library Commission-As that step is being taken, a letter is written by the SC Library Commission liaison to the Library Commission naming the recommended candidate. This confidential letter is sent with the candidate's application and accompanying materials to the Library Commission for consideration at their August meeting.

The Recommendation by the Library Commission to the City-assuming all goes smoothly with the background check, and the Library Commission has no concerns, the head of Parks & Recreation forwards a note of endorsement and recommendation to the City Council, requesting a Proclamation be prepared, and time reserved, at their September Council meeting. The recommended candidate is present at the Council meeting as well as members of the SC, past and current CPLs, and Parks & Recreation representatives.

The Ratification by the City Council-mostly a formality at this point. A member of the Library Commission introduces the PL to the City Council; the PL is prepared to respond to questions from the council members and a vote is taken to approve the selection of the new PL. The Mayor introduces the Proclamation naming the new Poet Laureate, and then introduces the person formally to those gathered (also being taped). The SC presents the incoming PL with flowers, and there is a photo opportunity. The incoming PL usually reads a poem for the Council and those gathered.



The VIP Reception, Introducing the new Cupertino Poet Laureate-in January, there is a VIP Reception held late afternoon or evening where other key constituents get to formally meet the new PL. They get to tell more about themselves, their plans for the program, and read some of their poetry. Past CPLs get recognized, and reflect on their time as CPL. Refreshments are minimal, but celebratory. Usually about 40-75 attend.

Events

Types of events hosted by the Cupertino Poet Laureate (CPL) include:

- **Poetry Readings** (with or without guest readers and open mic)
- **Workshops & Classes** (either taught by the CPL or hosted with a guest teacher)
- **Public Presentations** (like reading at the Diwali Festival or the Lunar New Year Luncheon)
- **Festival Booths** (Library anniversary, Diwali Festival, Cherry Blossom Festival, Fall Festival, Book fair)
(see addendum)

Marketing

To optimize the awareness of the CPL program, its events and workshops, an integrated approach to marketing yields the optimum results. Elements of a sound marketing program are:

- Clear vision and mission
- Consistent identity and branding elements
- Consistent messaging
- Up-to-date and usable database
- Appropriate collateral
- Sound media and public relations
- Efficient distribution network
- Easy sign up and follow up
- Appropriate and consistent social media presence

While we have made great strides on all these fronts, we find the skill sets and preferences of each of the Poets Laureate seem to favor some approaches over others. Having the organizing team and the current CPL in sync helps for a consistency to the outside world.

Below are some of the marketing tools, and links to access pertinent information. More examples are offered as Addendums.

Database

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A database of stakeholders and constituent groups is held in a master excel spreadsheet, kept by the CPL program Steering Committee members. This tool contains the contact information for:

- Poets Laureate
- City Employees
- Sponsors
- Partners
- Influentials
- Media
- Event Attendees
- And miscellaneous target groups

This database (see addendum) is invaluable if it is kept current. The CPL program has had the fortunate benefit of a volunteer, Diane Bodwin who has maintained the database since the beginning.

It is expected that the CPL bring a body of personal and professional contacts to be added to the database.

These names and contact information are used appropriately to conduct the business of the CPL program and for marketing purposes, such as e-vites. It is proprietary and not to be used for any other purpose.

Social Media

Email poetlaureate@cupertino.org is controlled by the City; forwards to whomever is currently in the position.

Facebook

- Cupertino Poet Laureate (page name)
- Administrators are appointed per the PL Selection Committee. Postings to this CPL page require a Facebook account
- Many local poets use Facebook to communicate and publicize events
- Password is kept by the Steering Committee and/or Social Media Administrator

Blog “Cupertino Poet Laureate”

- Hosted by WordPress <http://cupertinopoetlaureate.org/>
- Premium WordPress account; \$99 per year, appears without ads, allows video posting, has some direct mail features
- Administrator is current Poet Laureate
- Password for the site is kept by the Steering Committee and/or Social Media Administrator

Twitter

- <https://twitter.com/CupertinoPoetry>

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- @CupertinoPoetry
- Use this email to sign in: cupertinopoetry@gmail.com
- PW: Adrian2015
- Tweets show up on the blog front page

Google account

Originally set up so that the Google Calendar could be created and for the purpose of managing deadlines. This email is also used for the Twitter account.

- Gmail address: cupertinopoetry@gmail.com
- PW: Adrian2015
Recovery phone# 408-835-3660 (Jennifer's) and recovery email (jenswanbrown@gmail.com) will be updated.

Public Relations

Publicity types

- Flyers (both hardcopy and electronic distribution) (see addendum for distribution list.)
- Newspaper articles
- Evite mailing
- Facebook posts
- Facebook events
- Blog posts
- Other types of email merges (Eventbrite)
- Poets Laureate (past/present) of other cities and network outreach
- Other poetry networks (Waverly Writers, etc.)
- Library publicity
- Business cards
- Postcards
- Neighborhood message boards

Library events can be advertised in the library with flyers, on the electronic bulletin board, and reservations for events can be created through an online system.

Media

- Cupertino Courier (Bay Area News Group)
- Cupertino Scene (articles due the first Wednesday of the month before publication)
- Cupertino Patch
- Chinese News
- Next Door
- KLIV/KRTY

(see addendum)



Commendations, Awards & Gifts

Recognition, accolades and stewardship are the hallmarks of a successful non-profit/volunteer community based program. The Cupertino Poet Laureate program has built in these elements from the beginning. Their manner of delivery may vary over time but attention to these details will continue to build value and a respect that will help maintain excellence in the program over time.

The Proclamation for the City of Cupertino, read when each new Poet Laureate is ratified by the City Council, signals their stamp of approval for the program and the selected Poet Laureate for the next term. This request should be made by one of the designated CPL program coordinators to the Parks & Recreation liaison at least six weeks before the City Council meeting where it is read and presented or as soon as the designated candidate has passed the fingerprinting and background check, whichever comes first.

Awards & Letters of Appreciation are presented to date in the following fashion:

- Certificates of Appreciation to out-going Poet Laureate-presented at VIP Reception for incoming CPL
- Annual letters to sponsoring organizations
- Thank you letters to all applicants to the CPL program

Gifts fall into these categories:

- Flowers for the outgoing and incoming CPL presented at the VIP Reception, early in the calendar year.
- A gift from the City to the outgoing CPL presented at the VIP Reception; it has been bookends, arranged for at least six weeks in advance by one of the CPL program coordinators
- A gift from the CPL program to the outgoing CPL; something personal or meaningful to the CPL; presented at the VIP Reception; arranged for by one of the CPL program coordinators.



FAQs

With a limited time & budget, how do you cover all the bases?

A: The incoming CPL and the Steering Committee plan together to optimize the interests of the CPL and the needs/interests of the community, working from a budget.

Does the Poet Laureate get paid?

A: The CPL receives a stipend. Currently, \$250 a year is being paid each January by the Cupertino Library Foundation.

How long does the Poet Laureate serve?

A: The CPL serves a consecutive two-year term.

Does the Poet Laureate have to be a Cupertino resident?

A: A Cupertino resident is preferred to serve as CPL. However, if an otherwise qualified candidate works in Cupertino or has strong, demonstrable ties to Cupertino, the applicant is considered.

Who serves on the steering committee/selection committee and how long do they serve?

A: To date, the Steering Committee has been comprised of volunteers. They serve the same two-year term as the CPL.

What are the roles & responsibilities of the PL steering committee & how are they selected?

A: The CPL steering committee oversees the planning and implementation of the CPL plan. They assist in the coordination of locations, space, financial oversight, and marketing to supplement the CPL skills.

What's the selection process of the CPL?

A: The recommended CPL candidate proposal is forwarded to the Cupertino Library Commission. A background check and fingerprinting is conducted. If all is favorable, the candidate's name is forwarded to the City staff for approval. This name is then forwarded to the City Council for ratification at a September Council Meeting every two years.

Is there a PL budget and what are the funding sources?

A: There is a minimal budget, approximately \$1500/year. These monies are generously granted by the City Parks & Rec. budget; The Friends of the Cupertino Library; and the Cupertino Library Foundation.

What kind of events does the Poet Laureate present & how often?

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A: The number and kinds of events are determined by the priorities of the CPL program, and the interests and expertise of the current CPL. The frequency of events depends on the availability and circumstances of the current CPL. There are activities scheduled at least quarterly for the community to take part in and more often if possible. Public readings and events occur, many guided by the Cupertino City calendar and holidays.

Who decides what kind of programs are presented?

A: The CPL and the Steering Committee together agree about the kind of programs presented to fulfill the vision and mission of the Cupertino Poet Laureate program.



Addenda

1. Resolution from City for creation of Poet Laureate Program
Process to get City Council approval of new Poet Laureate
2. List of selection committee and steering committee members
3. Samples of meeting agendas, meeting notes, selection process and timeline
4. Master marketing plan
5. Application flyer and pamphlet
6. Promotion distribution list
7. Media
8. Interview guidelines, agenda for candidate interviews, candidate evaluation form
9. Rubric for selection committee to evaluate poetry
10. Sample letters to candidates for interviews and decisions made
11. Copy of budget page, part of Excel spreadsheet
12. Copy of one page of Poet Laureate database, part of Excel spreadsheet
13. Public Relations
14. VIP program for first Poet Laureate, correspondence on invitations to council members.
15. Planning a Poets Laureate event: a checklist
16. Marketing materials used by Poets Laureate to promote events
17. Sample update reports from Poets Laureate
18. List of annual Cupertino Poet Laureate events and festivals
19. Poet Laureate venues, room scheduling and EEC policies
20. Roles and responsibilities of steering committee and Poet Laureate
21. Poetry community contacts and organizations
22. Ideas for poetry activities



Addendum # 1 Resolution from City for creation of Poet Laureate Program & Process to get City Council approval of new Poet Laureate

(see hard copy)

#2 List of selection committee and steering committee members

Poet Laureate Committees 2011-2016

2011-2012

Selection Committee for Dave Denny

Ron Miller, CHAIR, Library Commission, YMCA Poetry Circle

Jessi Kaur, Fine Arts Commission

Adrian Kolb, Library Commission, The Friends of the Cupertino Library

Bev Lenihan, Cupertino Library Foundation, Rotary

Kathy Stakey, Library Commission, The Friends of the Cupertino Library

Debbie Vanni, Fremont Union High School District- Homestead High School

Sue Yoes, De Anza College

Steering Committee through 2013

Adrian Kolb

Bev Lenihan

Ron Miller

Kathy Stakey

Debbie Vanni

2013-2014

Selection Committee for Jennifer Brown

Adrian Kolb, CHAIR, Library Commission, The Friends of the Cupertino Library

Cupertino Poet Laureate Playbook



Roz Davis, Fremont Union High School District- Lynbrook High School

David Denny, Cupertino Poet Laureate, De Anza College

Bev Lenihan, Cupertino Library Foundation, Rotary

Thomas Ray, De Anza College

Kathy Stakey, The Friends of the Cupertino Library

Ann Stevenson, Cupertino Library Commission, Cupertino Chamber of Commerce

Debbie Vanni, Fremont Union High School District- Homestead High School

Steering Committee through 2015

Adrian Kolb

Bev Lenihan

2015-2016

Selection Committee for Amanda Williamsen

Adrian Kolb, Bev Lenihan, Ann Stevenson, CO-CHAIRS,

Jennifer Brown, Cupertino Poet Laureate

Dave Denny, Cupertino Poet Laureate emeritus, De Anza College

Pushpa McFarland, Poetry Center San Jose

Debbie Vanni, Fremont Union High School District, Homestead High School

Steering Committee through 2017 (for Amanda Williamsen and Ann Muto)

Adrian Kolb

Bev Lenihan

Ann Stevenson



Addendum # 3 Samples of meeting agendas, meeting notes, selection process and timeline

AGENDA

Thursday, January 31, 2013 5:30 pm Cupertino Library Conference Room

1. Introduction of members of the Poet Laureate Selection Committee (PLSC)
2. Read poetry aloud. Please feel free to bring a favorite.
3. Review Vision Statement for Cupertino Poet Laureate.
Stimulate cultural & literary awareness in Cupertino, introduce youth and adults to the personal & community benefits of poetry both as personal expression and as reflective of our history and culture; reveal, recognize, and engage literary talent residing in the community, and promote our Library as a cultural center in Cupertino.
4. Where we are now: update on current Poet Laureate activities.
He is preparing a 50 minute public lecture on the poet laureate (I think.)
5. Timeline: review best dates for launching and promotion, application deadline, approximate interview and selection time frame, recommendation to Library Commission and City Council and City Council approval of new Laureate.
Last Friday in July application deadline
Begin promotion on April 1. Begin posting everything.
 - Launch & Promotion
Website—work with Nidhi Mathur to get it set up
Online Application & Hard Copies
Adrian to be the online contact for questions.
Online bios for committee members to legitimize the PL committee—email them to Adrian by 2/14. Someone will email us “soft” copies. 1 paragraph.
Press release—Bev
See about announcing it at the Chamber mixers. Announce at the Chamber Connect Group.
Electronic Board in the Library—
Marketing Person at DeAnza—Bev will follow up.
Postcards, pamphlets & tear-offs. Adrian will ask Ron about who did the postcards.
Box to put the applications in, in City Hall. Put it at the reception desk possibly.
Printing at Staples. Bev has a business acct. there that will give us 10% off.
Can make copies for free at City Hall
Bev has the copy of the application.
Adrian will prepare a distribution list.
 - Application deadline
 - Interviews/selection/notices
 - Recommendation to Library Commission
 - Recommendation to City Council—written & approved
 - Fingerprinting



- September 24—Have City Council “crown” the new Poet Laureate—make a wreath and have Dave present it to the new Poet Laureate.
 - New Poet Laureate begins term on October 1.
6. Marketing and Promotion: begin discussion of plan to accomplish this, including web site, Facebook, Database, printing of posters, flyers and application, submission box, electronic board in Library, press releases to media, etc.
La Voz—DeAnza College newspaper, Facebook, flyers in mailboxes at DeAnza (student assistant can do that.), website, Thomas can email info. To division faculty (200 of them), Courier, database-notify—Diane—friend of
 7. Budget: how much money is available for promotion activities, and keeping track of what is spent.
Treasurer--\$2000 from the City. \$ from City, Foundation & Friends. Ann to ask Carol Atwood. Balance, FY, how much from each source & how is it administered, who is contact person—Ann & Roz to work together.
 8. Review of Action Items.
 9. Plan and book room for next meeting.
- You Tube—a gathering of poets

March 22—reception at the Triton Museum—look at Dave’s Facebook.



Poet Laureate Committee Meetings

**Cupertino Poet Laureate Program
REVISED MEETING NOTES FROM
March 5, 2015 5-7pm
Cupertino Library Conference Room**

10. Introductions and catching up-All

ATTENDING: Adrian Kolb, Dave Denny, Jennifer Swanton Brown, Debbi Vanni, Bev Lenihan

2. Read poetry aloud-Jennifer-thank you!

3. Commitment to continuing the PL program-Bev

- City will keep track of budget monies, and include in budget, if needed
- Cupertino Librarian, Gayathri, will schedule and host meetings and events at Library
- Friends will continue to give annual financial support, if needed; hopefully, Kathy will be on the Selection Committee
- Library Foundation will continue to give annual financial support, if appropriate
- Ann will be the liaison for the Cupertino Library Commission
- Bev will coordinate meetings and activities
- Adrian will be on the Selection Committee and advisor
- Dave and Jennifer on Selection Committee and then move to Advisory Committee



4. Budget-Bev

- Still awaiting current status from Nidhi—but it seems there are still funds in the account **ACTION:** Bev to follow-up again with Nidhi and Carol Atwood-**Update:** Carol Atwood has put \$2000 in the budget for PL program.
- Objective is to minimize expenses and access community resources as much as possible

5. Committee Expansion-All

- We will invite Pushpa MacFarlane to join the committee-recommendation from Dave; **UPDATE:** she has already accepted; will be at our next meeting
- **ACTION:** Adrian and Bev researching status of Crystal Tai, as possible committee member **Update:** Crystal will apply for PL if we open to candidates beyond Cupertino who have a relationship with Cupertino.
- **ACTION:** Debbi to talk with the Head of the English Dept. at Homestead High for recommended teachers. **ACTION:** Bev to ask Anjali Kausar - Clerk of the Board, CUSD and Chamber ED.
- **ACTION:** Next meeting decide if we want a teen member of the Advisory Committee.
- Amanda Williamson a possible PL candidate.

6. Timeline for approval-All

- The committee discussed the appropriate timing, and overlap for a new Poet Laureate. It was decided that a more reasonable timeline would have the new **Poet Laureate's formal term would begin January 1, 2016-December 31, 2018.**
- There would be an overlap of the current PL, Jennifer Swanton Brown. She will cover the Diwali event, and the named candidate would shadow Jennifer, and build a plan to be rolled out in January.
- There was also discussion about widening the application to read “candidates from Cupertino and surrounding communities who have a relationship with Cupertino.” **ACTION:** Bev to check with Carol and Nidhi to understand if this wider pool would be acceptable to the City.
- Gayathri has reserved the Story Room for **PL Community activities quarterly**, beginning October 8th. The schedule is:
Thursday, October 8, 2015, 6:00 – 9:00 p.m.

Thursday, January 14, 2016, 6:00 – 9:00 p.m.

Thursday, April 14, 2016, 6:00 – 9:00 p.m.

Thursday, July 14, 2016, 6:00 – 9:00 p.m.

ACTION: Mark your calendars to attend whatever is scheduled for 2016.

ACTION: Please review the Timeline and Meeting Schedule attached; calendar our meetings. Let Bev Know of any changes or additions.

7. Promoting Jennifer's sessions-Jennifer

Thanks were expressed to Jennifer for the great job she is doing as PL; and Dave before her. April is Poetry Month-a great time to kick off the next search for the Cupertino Poet Laureate. Jennifer will announce the search and have flyers at her events.

April 9th-Teens; April 25th-Cherry Blossom Festival. **ACTION:** Bev to request Rotary canopy for use by PL at Cherry Blossom Festival.

8. Scheduling Committee Meetings-All

A Doodle Poll was conducted. **Our upcoming monthly meetings from 5-7PM are:**
April 7 (except Ann)

Cupertino Poet Laureate Playbook



May 7

June 4

July 9

August 6 (may have to change the August date as only 3 can attend)

September 10

9. **Ideas that Surfaced**-All-each needs an owner—**ACTION:** Please let Bev know which of these ideas you will pursue. Thank you.

- An Advisory Committee to identify candidates-virtual meetings
- Teachers select “student readers” who are featured at one of the '16 events
- High School Honor Society potential source for Teen Member of the Committee
- National Recitations Association (NRA) sponsors Poets in the Schools. Do we want to explore collaboration with them?
- Intern “assistant” for logistics and arrangements-for summer
- Reach out to the Apple Community Relations Director, Maureen Wilson (maureenw@apple.com) for an Apple rep. on the Committee or for how to promote the PL selection and program to Apple
- Reach out to Stephanie Pressman to see if/how she might want to be involved
- Laura Oliver would be interested, but lives in Sunnyvale; Amanda Williamson might be interested in applying.

10. **Read poetry aloud**-Dave-thank you!

Thank you all for your commitment!



**Cupertino Poet Laureate Program
PROPOSED TIMELINE
as of March 20, 2015**

WHEN	WHAT	WHO	NOTES
March	Selection Committee formed	All	Desire one-two more members; Pushpa committed; mtg. with Crystal 3/19; Action Items from Mtg. 1
April	“Apply Now” promotion	Gayathri & Nidhi & Bev	Scene, Press release, flyers distributed; Action Items from Mtg. 1; Mtg. April 7 th 5-7
May	Approach potential applicants; continue promotion to affinity groups	All	Distribution of all promo materials throughout Cupertino, Sunnyvale, Campbell, Los Gatos, Saratoga
June 1	Applications Close at midnight	Nidhi	To collect all and forward to Selection Committee
June 30	Selection Committee Interviews	All	
July	PL Decision	All	To Commission-letter prepared for City Council
August	To City Council for approval	Ann	Committee plan to attend Council Meeting
September	Plan for transition of Jennifer and new PL	All	Media Coverage & Invites out
October 8	Event to intro. New PL and thank Jennifer	All	At Library Story Room-by Invitation Only
January 1	Two year term begins for new PL	PL 2016-18	Published calendar for media and groups
Quarterly	PL Events-Library Story Room	Gayathri	Scheduled for 2 nd Thursday’s from Oct. 8 th , 6-9PM



Addendum #4 Master Marketing Plan
(see hard copies)

Addendum #5 Application Flyer and Pamphlet



City of Cupertino
Poet Laureate
Application



Submit application, with three-to-five original poems (published or unpublished), a current resume, and two letters of recommendation for the position, to the **Cupertino Poet Laureate Selection Committee, Cupertino City Hall by 5 pm, July 26, 2013.**

Last Name (please print)

First

Middle

Residential Address

City

State/Zip

Employer (if applicable)

Cupertino Address

Daytime Phone

Evening Phone

Email

Cupertino Poet Laureate Playbook



Please circle one for each of the following:

Y N I m at least 21 years old

Y N I am an active poet and have been published or been publicly recognized for my contributions to poetry

Y N I am the sole creator of the attached poems

Y N I am a resident or currently employed in Cupertino for at least 2 consecutive years

Y N I am comfortable speaking in public. If speech impaired, I may delegate reading tasks to qualified speaker

If you answered “no” to any of the above questions, you are not eligible to be appointed Cupertino Poet Laureate. (See other side for more information)

I certify that I meet and agree with all eligibility requirements noted in this application and the information provided is true and correct.

Print Your Name

Applicant's Signature

2013

Date



Apply to become Cupertino's Poet Laureate

Celebrate Creativity

Your original poems will be featured in events, programs and publications.

Application forms are available at www.cupertino.org/poetlaureate,
City Hall lobby, Library Reference Desk, Quinlan Community Center, Sports Center, Senior Center, De
Anza College locations,
and other places throughout the City.

Application deadline is 5 pm, July 26, 2013

Final interviews August 5-16, 2013

Email poetlaureate@cupertino.org for more information.

Apply to become Cupertino's Poet Laureate!

Celebrate Creativity.

Your original poems will be featured in events, programs and publications.

Application forms are available at:

- www.cupertino.org/poetlaureate

- City Hall lobby
- Cupertino Library Reference Desk
- Quinlan Community Center
- Sports Center
- Senior Center
- De Anza College

... And other places throughout the City

Application deadline is 5 pm on July 26, 2013

Final interviews are held August 5-16, 2013.

Email poetlaureate@cupertino.org for more information.

Cupertino Poet Laureate Playbook



Deliver this application, with three-to-five original poems (published or unpublished), a current resume, and two letters of recommendation for the position, to:

Cupertino Poet Laureate Selection Committee
City Hall, 10300 Torre Avenue, Cupertino, CA 95014
by 5 pm on Friday, July 26, 2013.

_____ Last Name
(please print) First Middle

_____ Residential
Address City

_____ Employer (if
applicable) Cupertino Address/Phone

_____ Daytime Phone Evening Phone Email

Please circle one for each of the following:

Y N I am at least 21 years old.

Y N I am an active poet and have been published or been publicly recognized for my contributions to poetry.

Y N I am the sole creator of the attached poems.

Y N I am a resident or currently employed in Cupertino for at least 2 consecutive years.

Y N I am comfortable speaking in public. If speech impaired, I may delegate reading tasks to qualified speaker.

If you answered "no" to any of the above questions, you are not eligible to be appointed Cupertino Poet Laureate. Also see next page for more information.

I certify that I meet and agree with all eligibility requirements noted in this application and the information provided is true and correct.



_____ Print Your Name

_____ Applicant Signature

_____ Date

Additional Information

Applicant provides assurance that he/she will be available for a two year term, starting October

Cupertino Poet Laureate Playbook



1, 2013, which may be renewed, or revoked at any time by a majority vote of the Committee.

If speech impaired, Poet Laureate may delegate reading of his/her poetry to others, but the Poet Laureate must be the author.

Fluency in English is required for this position.

Ability to write and read poetry in other languages is of interest.

In collaboration with the Committee, the Poet Laureate will design annual Poetry Writing contests.

Poet Laureate should recommend to the Committee for its approval a personal project designed to promote appreciation of poetry to community members and students.

Poet Laureate will provide public poetry readings supported by City promotion resources (TV, radio, Courier, banners, web page, etc), some of which to be held in the Cupertino Public Library.

No remuneration is offered to the Poet Laureate though pre-approved expenses may be reimbursed. The City reserves the right to record, publish and display works produced by the Poet Laureate in his/her official capacity during his/her term of office. No other restriction except attribution when presented is imposed.

Applicant agrees that he/she will not pursue any legal remedy against the Committee, the City, its agents or employees.

Thank you for your interest.



Additional Information

Applicant provides assurance that he/she will be available for a two year term, starting in October 1, 2013, which may be renewed, or revoked at any time by a majority vote of the Committee.

If speech impaired, Poet Laureate may delegate reading of his/her poetry to others, but the Poet Laureate must be the author.

Fluency in English is required for this position.

Ability to write and read poetry in other languages is of interest.

In collaboration with the *Committee*, the Poet Laureate will design annual Poetry Writing contests.

Poet Laureate should recommend to the *Committee* for its approval a personal project designed to promote appreciation of poetry to community members and students.

Poet Laureate will provide public poetry readings supported by City promotion resources (TV, radio, Courier, banners, web page, etc), some of which to be held in the Cupertino Public Library.

No remuneration is offered to the Poet Laureate though pre-approved expenses may be reimbursed. The City reserves the right to record, publish and display works produced by the Poet Laureate in his/her official capacity during his/her term of office. No other restriction except attribution when presented is imposed.

Applicant agrees that he/she will not pursue any legal remedy against the Committee, the City, its agents or employees.

Thank you for your interest.



Addendum #6 Promotion distribution list
(see hard copies)

Addendum #7 Media

kmyllenbeck@community-newspapers.com	Kristi	Myllenbeck	Reporter, Cupertino Courier	408-200-1065
mwilson@community-newspapers.com	Matt	Wilson	Editor, Cupertino Courier	408-200-1065
spizzaro@mercurynews.com	Sal	Pizzaro	Editor, Mercury News	408-627-0940
dianadwp@yahoo.com	Diana	Ding	President, DingDing TV	408-396-2601
sam@samrao.com	Sam	Rao	India Times	
mhuang@chinesenews.com	Mei Huey	Huang	Editor, Chinese News	
rlee@chinesenews.com	Richard	Lee	Reporter, Chinese News	
tferguson@empirebroadcasting.com	Tina	Ferguson	Sales Mgr.-KLIV, KRTY	
letters@metronews.com	Nick	Veronin	Staff Writer, SV Metro News	
local@mercurynews.com			Merc News Calendar	
			Cupertino Patch	posting
			Next Door Cupertino	posting



Addendum #8 Interview guidelines, agenda for candidate interviews, candidate evaluation form

INTERVIEW AGENDA AND GUIDE CUPERTINO POET LAUREATE CANDIDATES

Name memory keys:

Ice breaker by lobby shepherd: for instance “how’d you hear about the project?”

Shepherds: Kathy.....Debbie.....Bev.....Adrian.....

Shepherd: Debbie

INTRODUCTIONS: Ron

QUESTIONS

1. (Adrian) Why do you want to be the Cupertino Poet Laureate?
2. (Debbie) How do you define poetry?
3. (Bev) What awakened you to the realization that you are a poet?
4. (Kathy) You list a number of volunteer activities. Can you give us some specifics on the community service you have done within the past 5-7 years?
5. (Ron) What is your vision for the Cupertino Poet Laureate?
6. (Ron) If selected, what are your initial thoughts on how you would put your vision into action? Be as specific as possible.
7. (Adrian) I see that you wrote poem after 9/11. Have you written other event poetry, perhaps something related to a city event; something not as full of emotion as 9/11? What are your thoughts on writing event poetry?
8. (Adrian) You say in your letter to us that you work best under deadline. Does that mean last minute spurs you on creatively, or that you like a structured schedule, etc. What does “under deadline” mean to you?

Other questions from the committee members.

Do you have questions for us?

9. (Ron) Please read aloud and comment on 1-2 of your poems: (handouts?)

CONCLUSION

When and how we will follow- up with candidate.

You’ll be notified within two weeks of our action. If you are chosen, there will be a proclamation at the Tuesday evening September 20th City Council meeting, and a celebration at Quinlan Center on Saturday September 24 at which you’ll be asked to read an appropriate poem or two. We expect to invite other local, state and maybe national poets laureate, and perhaps a short presentation on the importance of poetry in society from a noted Bay Area educator.

Note: Then refer to the Poet Laureate Evaluation Rating Form

INTERVIEW AGENDA AND GUIDE CUPERTINO POET LAUREATE CANDIDATES

Cupertino Poet Laureate Playbook



Name _____ memory keys:

Ice breaker by lobby shepherd: for instance “How did you hear about PL?”

Introductions of committee members.

QUESTIONS

1. () How do you define poetry?
2. () What awakened you to the realization that you are a poet?
3. () Can you illustrate examples of the types of community service you have participated in within the past 5-7years?
4. () What is your vision for the Cupertino Poet Laureate?
5. () If selected, what are your initial thoughts on how you would put your vision into action? Be specific.
6. () What are your thoughts about writing event poetry? E.G. Memorial Day, new municipal buildings, etc

Other questions from the committee members.

Do you have questions for us?

7. () Please read aloud and comment on 1-2 of your poems: (handouts?)

CONCLUSION

When and how we will follow- up with candidate.

You’ll be notified within two weeks of our action. If you are chosen, there will be a proclamation at a City Council meeting in September or October.

Notes: Then refer to the “Poet Laureate Evaluation Rating Form”

Other questions from the committee members.

Do you have questions for us?

1. (Ron) Please read aloud and comment on 1-2 of your poems: (handouts?)

Notes: Then refer to the “Poet Laureate Evaluation Rating Form”



Addendum #9 Rubric for selection committee
to evaluate poetry
(see hard copies)

Addendum #10 Sample letters to candidates for interviews
and decisions made

Dear xxxxxxxx,

Thank you for your application and for considering the post of Cupertino Poet Laureate for two years, beginning October 1, 2013.

All of us on the Poet Laureate Selection Committee look forward to meeting you on xxxxx at xpm at xxxxxx.

A list of the Committee members can be found xxxxxx.

Here's what you can expect during your time with us:

One of us will meet you in the lobby and accompany you to the conference room where we'll have introductions and discussion. You might review the back of the application form for our areas of interest. The Committee is interested in your commitment and versatility as a poet, your personal definition of poetry, when and how you became a poet, past and current community service work, and some of your thoughts on your vision and ideas for Cupertino Poet Laureate. We'll address your questions as well.

For the last 10 minutes, we'd like you to read aloud and comment on two of your poems. If you choose to read poems other than those you submitted with your application, please bring along 8 copies for the Committee.

Please don't hesitate to contact me if you have any questions about your interview.

Sincerely,

April 1, 2011

Mrs. xxxxxxxxxxxx

xxxxxxxxxxxxxxxx

Cupertino, CA 950

Dear Ms. xxxxxxxxxxxx

The Cupertino Poet Laureate Committee appreciates your interest in being considered for the City's first Poet Laureate position. We enjoyed meeting you and talking with you about your poetry and the scope of the Poet Laureate position.

Cupertino Poet Laureate Playbook



It has taken us some time to get back to you as some of our members have been out of town or ill.

The Committee is not prepared to make a recommendation at this time, and intends to extend the application period until July, 2011.

We appreciate your interest and application, and wish you the very best. We share your love of poetry. Keep writing!

Sincerely,

CPLS

August 21, 2013

Ms. xxxxxxxxxxxx

xxxxxxxxxxxxxx

Cupertino, CA 95014

Dear xxxxxxxx,

Thank you for applying for the Cupertino Poet Laureate position. We appreciate your interest and enjoyed meeting you.

After very careful consideration of all candidates' qualifications, we have decided to recommend another candidate for the appointment.

We encourage your continuing interest in the Poet Laureate program and hope to see you at future events.

Thanks for sharing your poetry with us. Keep on writing!

Sincerely,

Adrian Kolb

Cupertino Poet Laureate Selection Committee

September 5, 2013

Jennifer Swanton Brown

xxxxxxxxxxxxxxxxxxxxxx

Cupertino, CA 9501

Dear Jennifer,

Cupertino Poet Laureate Playbook



Congratulations! After careful consideration of all candidates, the Cupertino Library Commission is recommending you to the City Council to be appointed as Cupertino Poet Laureate, October 1, 2013- September 30, 2015.

Confirmation of your appointment is contingent upon a background check. Please contact May Sui in the City of Cupertino Human Resources Department at 408 777- 3380, mays@cupertino.org to get this process started.

The City Council will review your appointment as Poet Laureate at the city council meeting on September 17, 2013. Please join us that evening as we welcome you, and introduce you to the City Council. Details on the time and location are forthcoming.

If you have any questions, please contact Adrian Kolb.

Thank you for your commitment to this program!

Sincerely,

Adrian Kolb



Addendum #11 Copy of budget page, part of Excel spreadsheet

<u>Income</u>						
<u>Date</u>	<u>CLF</u>	<u>FRIENDS</u>	<u>CITY</u>			
12/14/15	\$1,450.00	\$500.00				
4/1/16		\$1,500.00				
07/01/16			\$2,000/00			
TOTAL	\$1,450.00	\$2,000.00				
<u>Expenses</u>						
<u>Date</u>	<u>Expense</u>	<u>Name</u>	<u>Materials</u>	<u>Equipment</u>	<u>Gifts/Stipends</u>	<u>Payor</u>
11/10/15	\$80.85	Ann	\$80.85			Friends
11/29/15	\$79.00	Jennifer		\$79.00		City
12/10/15	\$200.00	Bev			\$200.00	City
12/18/15	\$41.33	Bev	\$41.33			Friends
12/20/15	\$32.60	Bev	\$32.60			City
01/27/16	\$250.00	Amanda			\$250.00	City
02/18/16	\$218.84	Amanda	\$218.84			Friends
01/28/16	\$6.95	Amanda	\$6.95			Friends
03/04/16	\$68.35	Amanda	\$68.35			City
3/25/2016	\$300.00	Amanda			\$300.00	Friends
4/18/2016	\$20.00	Adrian			\$20.00	Friends
04/18/16	\$36.42	Amanda	\$36.42			Friends
Sub Total			\$373.62	\$79.00	\$450.00	

Addendum #12 Copy of one page of Poet Laureate database, part of Excel spreadsheet

(see hard copies)



Addendum #13 Public Relations

Cupertino Poet Laureate Hosts Readings April 1 at Peet's Coffee

Jennifer Swanton Brown and friends explore Unsung Holidays

Tuesday, April 1st, Cupertino Poet Laureate Jennifer Swanton Brown, will host poetry readings around the subject of Unsung Holidays, 7-9PM at Peet's Coffee, 20807 Stevens Creek Blvd., Suite 200, Cupertino. The public is invited to this no-charge event.

Brown will share the microphone with the winners of last fall's Cupertino Poetry Contest, Stephanie Pressman and Amanda Williamsen. A time for 'open mic' readers will occur toward the end of the evening. Space is limited, so arrive before 7 and enjoy Peet's coffee and snacks. The next readings will be in June and August, with the dates and locations to be announced in May.

"I am so encouraged by the interest in poetry in Cupertino," remarked Brown. "It seems all ages are eager to learn to write-and read-their own work, as well as that of the historical and contemporary poets."

In December 2010, the City Council of Cupertino unanimously adopted a resolution put forth by the Library Commission establishing the office of the Cupertino Poet Laureate. During the two years that the Cupertino Poet Laureate presides there are personal presentations and hosted educational events.

The Cupertino Poet Laureate program is co-sponsored by the City of Cupertino, the Library Commission, the Cupertino Library Foundation, and Friends of the Cupertino Library.

Visit www.cupertinopoetlaureate.com, and follow the program on Facebook.

#



**CUPERTINO
POET LAUREATE**
Celebrate Creativity

April is Poetry Month!

*Join the conversation by visiting the **Cupertino Poetry Exchange**. You can read a favorite poem or*

post one of your own.

Find us at the Cupertino Poet Laureate website:

<http://cupertinopoetlaureate.org/cupertino-poetry-exchange/>

or visit us on Facebook.

Not online? Send an email to

Cupertino Poet Laureate April Poetry Events

- April 1 “Unsung Holidays: April Fool’s Day” Poetry Reading
with Jennifer Swanton Brown and Guest poets: Stephanie Pressman
& Amanda Williamsen
Peet’s Coffee & Tea, Stevens Creek Blvd, Cupertino 7-9 pm
- April 4 Mary Avenue Dog Park Dedication, 5-6:30 pm
- April 17 Art and Poetry: 5th Annual SJMA Poetry Invitational
San Jose Museum of Art “Initial Public Offering” poetry and art, 7 pm
- April 19 Erica Goss & Friends Poetry Reading
Friends Bookstore, 110 East Main Street, Los Gatos, 2-4 pm
- April 26/27 Cupertino Cherry Blossom Festival – Surprise poetry games and
opportunities for the whole family! Memorial Park



Addendum #14 VIP program for first Poet Laureate, correspondence on invitations to council members

Cupertino welcomes its new Poet Laureate, Jennifer Swanton Brown. Please join us at a reception on Sunday November 10, 3-5pm at Community Hall to say farewell to our current Laureate, David Denny, and introduce our new Laureate. Sally Ashton, Santa Clara County Poet Laureate Emeritus, will be the keynote speaker. Light refreshments will be served.

There will be a small reception to introduce the city's new Poet Laureate on November 10 from 3-5 in Community Hall. Orrin will present our outgoing Laureate, David Denny, with a proclamation, there will be a keynote speaker, and we will welcome our new Laureate, Jennifer Swanton Brown.

On behalf of the selection committee, we invite you to join us for the afternoon, or any part of it. The council's support of this program has contributed to its success and we greatly appreciate that.

Sincerely,

Adrian Kolb, Library Commissioner

Addendum #15 Planning a Poets Laureate event: a checklist

RESOURCES AND HOW TO GET THINGS DONE

EVENT PLANNING

Location/time/date/theme/invited speakers/open mic/procedures/materials/signs/sound system

Book city locations through Quinlan center 408 777 3120

Arrange set up through Ron Bullock ronb@cupertino.org

FLYERS/POSTERS/POSTCARDS

Create/copy/post/electronic distribution

Cupertino Poet Laureate Playbook



Recognize support

EVITE

MEDIA

Scene deadline

Courier deadline

Press release

Other publications

FUHSD

Debbie Vanni

CUSD

Andi Jackson

Title of Poet Laureate Class/Event
Presented by Ann Muto, Cupertino Poet Laureate
(Date & Place)

First Name	Last Name	Email	How did you hear about the class/event



Addendum #16 Marketing materials used by Poets Laureate to promote events

(see hard copies)

Addendum #17 Sample update reports from Poets Laureate

March 2016 Report for the Cupertino Library Commission on the present activities of the Cupertino Poet Laureate, Amanda Williamsen. She can be reached at amandawilliamsen@yahoo.com.

Blog: cupertinopoetlaureate.org

Readings

March 26. I'll read at Florey's in Pacifica with Jennifer Swanton Brown.

April 21. I'll read at the San Jose Art Museum as part of a project Arlene Biala, Santa Clara County's new Poet Laureate, has organized. Nine poets will write ekphrastic poetry and read at a special evening event.

April 28. I'll read with Jennifer Swanton Brown and Dave Denny at the Cupertino Library. This is the first reading I've set up.

June 3. Adrian Kolb had reserved time for me at the Euphrat Gallery at De Anza College, and I'm planning to invite Esther Kamkar and Maw Shein Win to read.

September 18. I'll read with Arlene Biala at the San Jose Poetry Festival, at the invitation of David Eisbach. We'll read on the steps of the Markham House after lunch when no other events are scheduled. David says we'll be specially featured. I plan to hold additional readings and invite a variety of Bay Area poets to read for

Cupertino, including voices from a wide range of ages, heritages, and writing styles. I also plan to invite both well-established poets and emerging voices.

Poetry Parties

January 14 was my first Poetry Party, "Resolute Creativity." We wrote poems using our senses and associations with memory and scent. Also, we talked about strategies we can use to keep our creativity active through the year.

August 25. My second Poetry Party. Theme: Chocolate Poetry. This will be another really fun way to engage our senses to make our writing vivid. Participants will enjoy a light-hearted atmosphere that promotes camaraderie and pride in one's creations.

October 13. My third Poetry Party or a reading.

In 2017 on January 12, April 13, August 24, and October 12, I can hold additional Poetry Parties or readings in the Story Room at the library.



Poetry Memoir Class

February 26. Cast of Characters, Settings and Seasons.

March 11. Sensory Portraits and a Certain Slant of Light.

March 25. Ancestors, History, Recipes.

April 8. The Dream and the Child

April 22. Why We Wake Early: The Offices of Love.

In a fun and affirming atmosphere, participants can create a memoir with a collection of interrelated poems. We are writing about our memories, sharing our ideas if we choose, and encouraging one another. I'm presenting writing exercises inspired by a diverse offering of poems by writers who have also worked on a poetry memoir, or a memoir-like series of poems. The classes have had good attendance with fourteen writers at the first

meeting and sixteen at the second. A few people have expressed interest in having more than the five classes

I've already planned, and I've contacted staff at the library to possibly find dates to extend the class in May and June. I'm really enjoying the opportunity to offer this class!

Contests

Spring 2016. I'm working with Irmgard Lafrantz of the Cupertino Rotary Club to organize its first Poetry Contest. Students in grades 6-8 in the Cupertino Union High School District and students in grades 9-12 in the Fremont Union High School District are eligible. There will be three prizes awarded for each age group: first prize is \$100, second is \$50, and third is \$25. The deadline for entries is April 15. Irmgard is promoting the contest through her Rotary connections, and we've also reached out to staff in the high schools and junior

highs to spread the word. I'll also publish this on the Cupertino Poet Laureate blog and Facebook. Winners will be celebrated at the Rotary Club Luncheon on June 15. Judges are myself, Jennifer Swanton Brown, and Dave Denny.

Spring 2016. With Larry Wray of the community choral group Schola Cantorum, I'm working on that group's first poetry contest. The winner will have his or her poem set to music. Dates for the judging are TBD. Judges are myself, David Perez (Santa Clara County's recent former Poet Laureate), and Erica Goss (Los

Gatos' most recent Poet Laureate). Spring 2016. Serve on a panel of judges for a poetry contest organized by Belmont's Poet Laureate, Tanu Wakefield, and the Belmont Public Library.

Visiting Schools

April 2016, date TBD. Visit St. Stephen Lutheran School.

April 1, 2016. Visit Regnart Elementary School for Discovery Day to talk about a career as a writer and teacher.



I may also be able to visit Christa McAuliffe Elementary School, where my son is a student. I plan to reach out to the staff there.

Additional Community Involvement

December 28, 2015 Co-taught a workshop with Elizabeth Bartholomew at the Cupertino Library. Circuit Poetry. Children wrote poems, learned how to make a simple circuit on a paper card. Then they overlay the poems and illuminated their words.

January 27. I was honored to read “Stopping By Woods on a Snowy Evening” by Robert Frost at Mayor Barry Chang’s State of the City address. Jennifer Swanton Brown and Dave Denny also read poems.

February 12. I composed a poem for the occasion of the Lunar New Year and read it at the AABC’s Lunar New Year Luncheon. It went well.

Fall, 2016. I hope to participate in Cupertino’s Divali Festival, as I did last fall with J. S.

Brown

Press

Cupertino Scene in January, an article about my appointment, introducing me. *Content* magazine in February, an article on my views about the purpose of poetry. My reading on March 26 is mentioned. De Anza student newspaper, *La Voz*, in February, an article introducing me to the community and talking about my writing philosophy. To publicize CPL events, I use the *Cupertino Scene*, the library’s bulletin, Evites, postcards, the blog, and Facebook (with the help of my fantastic and much-treasured team of Adrian Kolb, Ann Stevenson, and Bev Lenihan!).

I’d like to express my thanks to the Cupertino Library Commission, the Cupertino Library Foundation, the Friends of the Cupertino Library, and the City of Cupertino for their support of the Cupertino Poet Laureate program. Additionally, I want to thank Ann Stevenson, Bev Lenihan, and Adrian Kolb for their support and guidance. They truly make this program successful. I’m grateful for the opportunity to serve our city and its residents by sharing the joy that comes from writing, reading, and learning about poetry.

June 2016 Report for the Cupertino Library Commission on the present activities of the Cupertino Poet Laureate, Amanda Williamsen. She can be reached at amandawilliamsen@yahoo.com. Blog: cupertinopoetlaureate.org

Readings

April 21. I read at the San Jose Art Museum as part of a project Arlene Biala, Santa

Clara County’s new Poet Laureate, has organized. Nine poets wrote ekphrastic poetry and read at a special evening event.

Cupertino Poet Laureate Playbook



April 28. I read with Jennifer Swanton Brown and Dave Denny at the Cupertino Library. This was the first reading I set up. It was a success. Filled the Story Room at the Library. I interviewed DD and JSB, which was fun for all.

June 3. Adrian Kolb has reserved time for us at the Euphrat Gallery at De Anza College, and Tanu Wakefield, Poet Laureate of Belmont, and Maw Shein Win of Berkeley will read.

Poetry Memoir Class

February 26. Cast of Characters, Settings and Seasons.

March 11. Sensory Portraits and a Certain Slant of Light.

March 25. Ancestors, History, Recipes.

April 8. The Dream and the Child.

April 22. Why We Wake Early: The Offices of Love.

May 2. Bad to the Bone.

May 16. Legacies.

In a fun and affirming atmosphere, participants created a memoir with a collection of interrelated poems. The class developed an amazing atmosphere of friendly respect and encouragement, which made it a safe place for writers to share meaningful, sometimes emotionally powerful, memories. We had 27 participants. Each week, 16-20 participants showed up. Many people attended 5, 6, or 7 of the classes.

Originally, we planned for five classes, but the participants asked for more time, and we were able to schedule an additional two meetings at the Environmental Education Center at McClellan Ranch Preserve. I had planned to continue the class in the fall, but sadly, I can't continue! Ann Muto would like to extend the class in the fall with her own style of leadership. We are having a Poetry and Pancakes brunch at IHOP on June 3 to reaffirm our connections, celebrate our accomplishments, and joyfully pass the baton to Ann.

Contests

Spring 2016. I'm working with Irmgard Lafrantz of the Cupertino Rotary Club to organize its first Poetry Contest. Students in grades 6-8 in the Cupertino Union High School District and students in grades 9-12 in the Fremont Union High School District are eligible. There will be three prizes awarded for each age group: first prize is \$100, second is \$50, and third is \$25. The deadline for entries is April 15. Irmgard is promoting the contest through her Rotary connections, and we've also reached out to staff in the high schools and junior highs to spread the word. I'll also publish this on the Cupertino Poet Laureate blog and Facebook. Winners will be celebrated at the Rotary Club Luncheon on June 15. Judges are myself, Jennifer Swanton Brown, and Dave Denny.

Spring 2016. With Larry Wray of the community choral group Schola Cantorum, I

Cupertino Poet Laureate Playbook



worked on that group's first poetry contest. The winner will have his or her poem set to music. Dates for the judging are TBD. Judges are myself, David Perez (Santa Clara County's recent former Poet Laureate), and Erica Goss (Los Gatos' most recent Poet Laureate).

Spring 2016. I served on a panel of judges for a poetry contest organized by Belmont's

Poet Laureate, Tanu Wakefield, and the Belmont Public Library.

Visiting Schools

April 1, 2016. Visit Regnart Elementary School for Discovery Day to talk about a career as a writer and teacher.

April 22, 2016. I visited St. Stephen Lutheran School and taught two poetry lessons, one to 3rd-5th graders and one to 6th-8th graders. We wrote about animals using sensory

language.

Press

To publicize CPL events, I use the *Cupertino Scene*, the library's bulletin, Evites, postcards, and the blog, (with the help of my fantastic and much-treasured team of Adrian Kolb, Ann Stevenson, and Bev Lenihan!).

An article describing the CPL transition from me to Ann Muto should appear in the *Courier* on June 3.

I'd like to express my thanks to the Cupertino Library Commission, the Cupertino Library Foundation, the Friends of the Cupertino Library, and the City of Cupertino for their support of the Cupertino Poet Laureate program. Additionally, I want to thank Ann Stevenson, Bev Lenihan, and Adrian Kolb for their support and guidance. I'm grateful to have had this opportunity to serve our city. As much as I've tried to enrich the lives of others with poetry, my own has been enriched many times over. Thank you. I'm sad to be leaving this role, but I know that Ann Muto's term will be wonderful. I'll support her all I can before and after my relocation.



Addendum #18 List of annual Cupertino Poet Laureate events and festivals

Annual Poet Laureate Events & Festivals

List of Cupertino Events & Festivals

See the City website at <http://cupertino.org/index.aspx?page=94>

In collaboration with the Poet Laureate Steering Committee, the Poet Laureate can decide the events in which to participate. The events in the chart below are listed in chronological order by date.

The Poet Laureate should plan to bring business cards issued by the City and, if participating in a booth, invite people to sign up with their name and email for email invitations to Poet Laureate events.

If the Poet Laureate wants to have a booth, he/she should check with the Cupertino Librarian to see whether they will have a booth as they are usually willing to share at no additional cost to the Poet Laureate Program. It is essential that the Poet Laureate be very clear about guidelines from the library in sharing a booth and be prepared to bring all the necessary supplies.

Jennifer Swanton Brown's notes re: festivals

Festivals are really a very different kind of event, where you are not the main attraction (unless you're also reading at some point) but sit in a booth. Always try to have a friend. Festivals are long and exhausting, make sure you can take a break and walk around and eat. Many of the same considerations apply, but also these unique issues:

- Weather, hot or cold, hat or sweater, good shoes.
- Tables? Provided or bring your own?
- Canopy? Provided or bring your own?
- Chairs – enough.
- Table cloths, decorations, signs?
- Things will blow around. Count on it.
- Books? To show or are you selling?
- Flyers or brochures for upcoming events? Business cards?
- Activities? Magnetic poetry, poetry or word games, etc.



Lunar New Year Luncheon and Diwali Festivals sponsored by the Asian American Business Council of the Cupertino Chamber of Commerce <http://cupertino-chamber.org/>

During 2016/17 Poet Laureate term Ann Stevenson will remain the contact for the Chamber—Ann Stevenson—c.—408-655-4668 annl Stevenson@comcast.net. Below are listed the guidelines & contacts for the partnership the Poet Laureate Program has developed with the Chamber of Commerce. These two events are planned and executed by the members of the Asian American Business Council of the Cupertino Chamber of Commerce.

Partnership between the Poet Laureate Program and the Chamber of Commerce

This partnership was developed during Jennifer Swanton Brown's term and has been a very supportive, congenial one. Participating in these events is an excellent way for the Poet Laureate to meet community leaders and members and broaden exposure of the PL program in Cupertino.

Person responsible for this partnership

The ideal liaison would be a member of the Poet Laureate Steering Committee and a Chamber member and/or a member of the Asian American Business Council. If that is not the case, someone from the Poet Laureate Steering Committee needs to contact the Chamber CEO to let that individual know that the Poet Laureate would like to participate in these 2 events. This should be initiated before the July AABC meeting for the Diwali Festival in October and before the October AABC meeting for the Lunar New Year Luncheon in either late January or early February to ensure that the Poet Laureate is included in the printed program. That person can also offer to introduce the PL at the luncheon unless the AABC wants someone from the AABC to do that.

Contact

[Chief Executive Officer: Anjali Kausar, who also serves on the Cupertino Union School Board.](#)

Address: 20455 Silverado Ave, Cupertino, CA 95014

Phone: (408) 252-7054 (anjali@cupertino-chamber.org)

These two annual events are sponsored by the Asian American Business Council of the Chamber of Commerce which meets at the Chamber office from noon-1 the 2nd Tuesday of the month. If the Poet Laureate wants to visit a meeting, that individual needs to let the CEO of the Chamber know no later than the Friday before the meeting as lunch is provided by the Chamber. There are usually @10-15 people there. The Poet Laureate might consider attending a meeting before the Lunar New Year Luncheon & the Diwali Festival. That way, members could meet him/her and he/she could meet them and, if desired, can gather information and ideas for the poem to compose and read to honor both of these events. Amanda Williamsen did an excellent job of attending an AABC meeting, soliciting written input from the group about what the Lunar New Year means to them and then composing her poem from their ideas.



- The Lunar New Year Luncheon is held annually at the Dynasty Restaurant, usually in February. It has continued for over 10 years & attracts between 250-300 community leaders and residents. The AABC invites the Poet Laureate to be part of the program by composing and reading a poem for the event. At the November meeting an AABC member or the CEO of the Chamber should bring up for discussion and approval an invitation for the Poet Laureate to compose & read a poem at the Lunar New Year luncheon. If desired, the Poet Laureate can arrange to visit the AABC meeting the month prior to the luncheon in order to meet the members of the Council, learn more about the event and gather ideas for the poem. The luncheon ticket for the PL is complimentary from the Chamber; however, it is important to confirm that this will be the case. It is helpful for the contact from the PL Steering Committee to purchase a ticket & accompany the PL or arrange for someone from the AABC to act as host for and introduce the PL during the luncheon program.
- Please be aware that, unfortunately, the people at the Lunar New Year Luncheon are usually visiting during the program so getting and holding their attention is challenging. Amanda very effectively ended each poetry stanza with a refrain, which she invited the audience to repeat, which helped keep their attention.
- The Diwali Festival in October is also sponsored by the Asian American Business Council of the Chamber of Commerce and attracts 10,000+ people. The Poet Laureate is invited to compose and read a poem for the event at the VIP program, which is another excellent opportunity for visibility. The VIP event usually begins @11:30. The CEO of the Chamber is the contact to schedule a presentation by the Poet Laureate.
- The Poet Laureate may share the library booth at the festival by scheduling with the Cupertino Community Librarian by making arrangements at least 4-6 weeks in advance. Getting the audience's attention at the VIP program is probably equally challenging, and there will be conversations from the crowds who aren't attending the VIP event as the program is held outside on the Memorial Park grounds.
- Other options for getting to know the community include the monthly Chamber of Commerce networking meetings. There is a large crossover of membership between the Chamber of Commerce & Rotary and both are excellent opportunities to meet community leaders; although the Poet Laureate can visit both, the decision can also be made based on what is more convenient to the PL's schedule. However, if the PL would like to attend any of the events listed below, please contact the Chamber and let the CEO know you would like to attend. It is also possible to go to this link, look at the calendar of events & make a reservation to attend either the monthly networking event and/or the quarterly coffee. <http://cupertino-chamber.org/event-calendar/#cid=233&wid=501> Click on the event you wish to attend & make a reservation. As the Library Foundation is a Chamber member, there should not be a charge to attend the mixers or the quarterly coffee. It would be a good idea to check this out with the CEO of the Chamber. There is no charge to attend the AABC meetings.
- The Chamber networking events are held the 2nd Wednesday from 5:30-7:00 p.m. at various locations. If the Poet Laureate knows a Chamber member, it would probably be more comfortable to arrange to meet that individual there so the PL can be hosted by someone, although it is not necessary.
- The Chamber also holds a quarterly coffee at various locations from 8:00-9:00 a.m. and feature a guest speaker. These are usually smaller events of @20-25 people so it's a bit easier to get acquainted with others.

Cherry Blossom Festival

https://www.festivalproductions2.com/event/91/2016_Cupertino_Cherry_Blossom_Festival.html

Cupertino Poet Laureate Playbook



Jennifer Swanton Brown's Notes: The Cherry Blossom Festival was something that Adrian helped me set up I think -- we communicated directly with someone at the Cupertino Sister City organization -- I don't remember her name, but I think Adrian and/or I just sent an email to the address on the city website. <http://www.cupertinotoyokawa.org/> I asked David Perez and Erica Goss to join me, which they did part of the day, and we set up tables and chairs and put out the typewriter, books we had brought about Japanese poetry, the magnetic poems. I did all the set up and tear down myself. There are photos from the day and other information on the blog.

Earth Day

Dave Denny read a poem there. Jennifer observed that people don't really pay attention even with a sound system. If the PL wants to participate, it is probably best to see whether the library is having a booth and share it with the library and decide on some kind of interactive program.

Fall Festival

Jennifer Swanton Brown's Notes--Fall Festival was something Bev and I worked out -- I offered to read a poem, and she took care of working that all out with the Rotary Club. It's their event at Memorial Park. Once Bev put me in touch with whomever was organizing the event, I communicated with her about when to arrive at the park, etc. I went and read a poem myself in 2014 at the opening ceremony, but for 2015, I was out of town. Bev was going to read the poem I wrote, and then she had to travel and Amanda was going to read it, but I think it fell apart and nobody did read in 2015 at the opening ceremony. I think Crystal Tai read her own poem at the closing ceremony in 2015.

Fall Art Series

Jennifer Swanton Brown's Notes-- I don't remember anything about the Fall Art Series -- unless you mean when I was asked to come and talk a little bit about Julius Caesar before the Shakespeare company performed in the community hall. If that's the case, then Bev or Adrian should remember -- that was in the first month after I became PL - I think Bev arranged it somehow. It was something Dave Denny had done the year before. I was not asked again in subsequent years.

Event	Sponsor & Contact	Date	Location	Fees	Notes
Lunar New Year Luncheon	Asian American Business Council of the Cupertino Chamber of Commerce Anjali Kauser, CEO anjali@cupertino-chamber.org (408) 252-7054	Either late January or early February	Dynasty Restaurant at Vallco	None	Poet Laureate is introduced and reads a poem about the Lunar New Year.

Cupertino Poet Laureate Playbook



Cherry Blossom Festival	Toyokawa Sister Cities Committee In 2015 it was Sharon Fong Sharon.fond@sbcglobal.net (408) 888-1642	April 23 & 24, 2016 10 a.m. – 5 p.m.	Memorial Park	\$25.00	This festival benefits the Cupertino Sister City Program with Toyokawa, Japan. See link in narrative for fee information:
Earth Day	City of Cupertino Erin Cooke, Sustainability Manager erinc@cupertino.org (408) 777-7603	April 30, 2016 11 a.m. – 3 p.m.	Cupertino Civic Center	None	Dave Denny read a poem in his first year at Poet Laureate. It is a noisy venue and people don't really pay attention even with a sound system.
Earth Day	City of Cupertino Erin Cooke, Sustainability Manager erinc@cupertino.org (408) 777-7603	April 30, 2016 11 a.m. – 3 p.m.	Cupertino Civic Center	None	Dave Denny read a poem in his first year at Poet Laureate. It is a noisy venue and people don't really pay attention even with a sound system.
Fall Festival	City of Cupertino, Rotary, World Journal, CUSD 2015/16— Bev Lenihan bev@reresults.com	September 10, 2016 10 a.m. – 5 p.m.	Memorial Park	None	Some of the Poet Laureates read poems. It may be possible to share a

Cupertino Poet Laureate Playbook



					booth with the Library.
Diwali Festival	Asian American Business Council of the Cupertino Chamber of Commerce Anjali Kauser, CEO anjali@cupertino-chamber.org (408) 252-7054	October 15, 2016 10 a.m. – 5 p.m.	Memorial Park	None	The Poet Laureate is invited to compose and read a poem honoring the Diwali Festival at the VIP event that usually begins @11:30 or noon. It is possible to share a booth with the Library.
Fall Arts Series	Cupertino Library Foundation Eno Schmidt enoschmidt@gmail.com	2016.3.5 no information available	Various venues	none	



Addendum #19 Poet Laureate venues, room scheduling and EEC policies

2016 General Guidelines

- It is challenging to find appropriate, available venues at no charge for Poet Laureate events. This information is based on what has been historically available.
- The majority of these rooms **must be scheduled at least 1 year in advance** as they are heavily used.
- It is important to check with the people in charge regarding expectations for set up & take down.
- The Poet Laureate is to provide all supplies.
- It has worked out well for one person on the steering committee to be designated to schedule rooms for the PL events as the PL has a lot to do in planning events.
- A member of the Library Commission or someone with close ties to the City who knows the City staff is an ideal choice for this role.
- Obtaining a written policy of the Facilities Policy for each space used is recommended prior to holding a program there. This should be shared with the Poet Laureate & the Steering Committee.
- Liability is usually waived by the Community Librarian and the City Parks & Recreation Director.

Library Story Room

- Scheduling quarterly Poet Laureate Events for Thursday evenings in the Library Story Room from 6-9 in January, April, August & October at least 1 year ahead with the Cupertino Librarian is highly recommended. It is possible to revise them later if there is a conflict.
- The current Cupertino Librarian is the contact and can advise which days & times are most readily available depending on the library's numerous programs for all ages.
- The PL Steering Committee has been advised in the past that Friday's are the most challenging for the library staff to assist with set-up, because 1/2 the staff is available for that day.
- M-Th mornings are usually available as story hours have been moved to the children's section of the library, because the library story room is too small.
- Although the story room is available during those times, the Poet Laureate would probably have kids looking in and commotion outside at times.
- Starting in 2016 Amanda Williamsen offered 6 stand-alone Poetry Memoir Writing Classes every other week, which were held in the Library Story Room.

Protocols for room use

- It would be wise for the Poet Laureate to check out the times of the children's programs, meet with the staff contact for the Story Room, spend some time in the story room during the children's programs and see how it is.
- PL must provide all supplies and a computer.
- The library staff is not available for last-minute supply needs.
- It is strongly recommended that an email be sent to the Cupertino Librarian at least 4-6 weeks prior to the start date of the class/reading with a diagram of the desired room set

Cupertino Poet Laureate Playbook



up (theater style with rows of chairs, chairs in a circle or tables & chairs) and to check availability and compatibility of any additional AV equipment needed.

Reception Room at the Cupertino Senior Center for the VIP event in January of the first year of the new Poet Laureate's term

- The Reception Room at the Senior Center is ideal for the VIP reception held the 1st Thursday in January in even numbered years.
- It holds 175-200 people; however, it can be divided to accommodate a smaller group.
- Reserving the room from 6-9 to allows for set up & clean up. **It is important to verify that there will be someone there at that time who can turn on & set up the mic.**
- The current contact is Christine Hanel, who is Acting Director for Park & Rec for the City. ChristineH@cupertino.org
- Senior Center contact Lisa Atwood LisaA@cupertino.org
- If the VIP event is held on the first Thursday in January from 7-8:30 or 9:00, it is not possible to schedule Community Hall, because the Park & Rec Commission meets there monthly on the first Thursday.

Evites

VIP evite emails to should be sent to: CLF and Advisory Board, City Council, selected library staff, The Friends of Cupertino Library, past poet laureates, past and present selection committee members, City Council members, Christine Hanel, Acting Director of Parks & Recreation, and/or other city liaisons, City Manager, Community Librarians, SCC Librarian i.e. currently Nancy Howe, Library Commissioners, Chamber Board and CEO, selected Rotary members, and past and recent candidates who applied for the current PL position.

Script

It is advisable to create a program schedule for after people arrive and mingle:

1. Member of Steering Committee opens, welcomes all and acknowledges dignitaries and groups present, background of PL program.
2. Mayor or Councilmember speaks briefly to introduce the program.
3. Farewell speech by member of Steering Committee to outgoing laureate, gifts given.
4. Outgoing laureate speaks and introduces new laureate, gives gifts and trophy.
5. Closing remarks by member of Steering Committee.

Equipment—Podium, mic, 2 long tables

Supplies--Small paper plates, napkins, 2 paper table cloths, 1 large bag of Kirkland Asian Rice Crackers with Nuts, 1 package Baklava, 8 oz. water bottles (20 used in 2016), 1 box cookies & 2 small packages TJ's chocolate cookies topped with peppermint, 2 floral plants (we used Poinsettias from the holidays)

Gifts

- Set of bookends to the outgoing Poet Laureate from the City of Cupertino; the Director of Parks & Recreation is the contact person to order them; check by early November.
- Poet Laureate trophy with PL's name on it to the incoming PL. Please obtain from the previous Poet Laureate in time to engrave the new PL's name on it.
- Floral bouquet, when appropriate, for each of the Poet Laureates.

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- \$200 gift card to a Cupertino restaurant to the outgoing Poet Laureate.
- In 2016 Bev Lenihan presented each of the Poet Laureates with a photo book of libraries across the nation from the Library Foundation.

Room Set Up

- Reception Room at the Senior Center—1/2 closed off
- 1 long table with chair in the lounge area directly outside the Reception Room for sign in
- 1 long table in the room at the back for refreshments
- 40-50 chairs set up theater style with center aisle
- Small table for the gifts for the outgoing Poet Laureate + a floral bouquet each for the outgoing Poet Laureate and the incoming PL, and a podium & mic.

Euphrat Art Museum on the De Anza College Campus

Scheduling

- If the PL is not familiar with the space, he/she can stop in there to view it and decide about scheduling an event there.
- The designated member of the PL steering committee should get in touch with the contact person within the first month of the first year of the new PL term.
- The museum is on the same schedule as the school term, so scheduling for January-June could be discussed as the last exhibit ends the first week of June.
- It is an unknown whether the museum director will know the exhibit schedule for the fall, but if so, it is possible to go ahead and schedule time for the fall.
- It is important to get in there while an exhibit is up during the school year and in between any groups they have using the room, which in past experience has only been about 2 times a month.
- Attendees must be informed that only paid parking requiring coins is available on De Anza Campus.
- The Euphrat Director emailed a pdf with complimentary parking permits for the PL Steering Committee, the Poet Laureate & Guest Poets.

Poet Laureate Responsibilities

- The laureate selects a theme, secures guest readers and decides if open mic.
- The laureate creates the agenda and marketing materials, including content for the press release for Courier, Scene and other publications. This content is then sent to the Selection Committee member in charge of PR.
- The laureate sends evites, and any special email invitations.
- The laureate purchases gifts or gift cards for guest readers.
- The laureate provides all supplies.
- Materials for evening: easel with PL poster, clipboard for sign in with name & email, second clipboard for open mic sign in. If applicable, flyers for next event.
- The Poet Laureate invites the guests to like the program on Facebook.
- The Poet Laureate acknowledges and thanks the PL sponsors at the beginning of each program. They are the following: the City of Cupertino, The Friends of the Cupertino Library, The Cupertino Library Foundation and the Cupertino Library Commission.

Additional Venue Options

Cupertino Poet Laureate Playbook



The following have been tried with less than optimal results as described below:

1. **Coffee shops** – tend to be noisy and small. It is necessary to bring CPL audio equip. Food for purchase, parking free. Can be a very fun atmosphere but very difficult to hear.
 - a. **Peet’s Coffee**, 20807 Stevens Creek Blvd., Suite 200 Cupertino, CA 95014, (408) 213-1870
 - b. **Bitter & Sweet** (<http://bitter-sweet.com/>) 20560 Town Center Ln, Cupertino, CA 95014
2. **Open air** – Dave did his “First Words” event in the plaza in front of Cupertino Library, as well as a reading during the city’s Earth Day celebration. Tends to be very noisy and even with the sound system – use CPL audio equip -- many people can’t hear.
3. **Restaurants** – Jennifer did a Persian New Year reading at Village Falafel on Stevens Creek Blvd. in a private room. Small tables & chairs can create an intimate atmosphere; however, number of attendees is limited. Food for purchase.

Chart Listing Venues

The chart below lists additional Poet Laureate venues in Cupertino. The Steering Committee received feedback that holding PL events in coffee houses doesn’t work, because of the noise of the coffee preparation equipment and the fact there are no separate rooms.

Venue	2016 Contact Person	Capacity	Hours Available	Dates	Fees	Notes
Library Story Room	Cupertino Community Librarian 2016-17 Roslyn Donald rdonald@sccl.org Story Room contact Lora Cokolat, Interim Supervisor for Adult Services LCokolat@sccl.org	25	See Cupertino Library Web Page	Quarterly Programs	None	Schedule at least 1 year in advance; check whether set up & equipment is provided.
Reception Room at the Senior Center	Christine Hanel, Acting Director of Recreation & Community Services Christine@Cupertino.org		Was available in the evening; important to check & to determine whether	VIP Recep. has been held the first Thursday in January	None in 2016; check for future recep.	Best room for the PL VIP Inauguration Reception Seat setup, mic, small table for



			there will be any staffing fees.	from 7-8:30 or 9 of the first year of the new Poet Laureate term; reserve room from 6-9 to allow for setup.		gifts & 2 long tables for refreshment & sign in provided at no charge in 2016. Set up 1 year ahead.
Cupertino Comm. Hall	Ask Cupertino Community Librarian to request the CH to avoid charges.		Check with the City; it should be available in the evenings. Make sure there are no conflicts.	First 2 VIP Poet Laureate reception held here.		Ask to see whether there are any charges. 2016 note—The Senior Center Reception Room is much better for this event, because of the cozier atmosphere.
Euphrat Art Gallery on the De Anza College Campus	Diana Argabrite 408 8645464 argabritediana@fhda.edu Euphrat Museum Director	40 maximum		Usually hold 1 event annually.		This is a lovely venue.
Environ. Education Center at	Christine Hanel, Cupertino Parks & Recreation					There are chairs available. This site is especially

Cupertino Poet Laureate Playbook



Blackberry Farm	Christine@Cupertino.org 777-3125				lovely at dusk so may be ideal for a summer evening poetry reading.
Quinlan Center	Christine Hanel, Cupertino Parks & Recreation Christine@Cupertino.org 777-3125				If after hours & staff are involved, there may be charges.



RECREATION AND COMMUNITY SERVICES DEPARTMENT
QUINLAN COMMUNITY CENTER
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014
(408) 777-3120 • FAX (408) 777-1305

Facility Use Policy

Environmental Education Center at McClellan Ranch Preserve

“The mission of McClellan Ranch Preserve shall be to maintain and protect the ecology of the area, conserve the natural features and scenic values, expand community awareness and understanding of natural history and the environment, and provide enjoyment of the resources present consistent with their preservation”

I. Use of the Facility for Private Rental

The Environmental Education Center may be used by outside groups and organizations for educational purposes and meetings, after programming and other building needs of the Cupertino Recreation and Community Services Department have been met. This policy sets guidelines in place for the use of the building. Please read through the entire policy prior to requesting use of the Environmental Education Center.

Please note: All rentals and use of the facility must adhere to municipal code 13.04.201. Final approval of facility use and rentals are at the discretion of McClellan Ranch Staff.

13.04.201 Nature and/or Rural Preserve

- A. Any park characterized by such unique natural features that it is deemed a valuable and irreplaceable resource may be designated by the City Council either by ordinance or resolution as a nature and/or rural preserve, in which event it shall be used and treated in a manner consistent therewith.
- B. Uses shall be limited to those which will maintain and protect the ecology of the area, conserve the natural features and scenic values, expand community awareness and understanding of natural history and the environment, and provide enjoyment of the resources present consistent with their preservation.
- C. McClellan Ranch Park is designated a nature and rural preserve.
(Ord. 710, (part), 1975)

A. Available Facility Space

- 900 square-foot multi-purpose room with educational displays and animal exhibits. Room can be divided into two smaller sections if desired.
- Fully-stocked kitchenette with sinks, counter space, portable kitchen island, oven, stovetop, microwave, and refrigerator.
- Restrooms (2)
- 250 square-foot library room with reference materials and displays.
- 450 square-foot outdoor covered gathering space.
- Access to historic Blacksmith Shop and Milk Barn (additional restrooms included).



- Free Wi-Fi connectivity throughout facility.

B. Fee Schedule and Amenities

Environmental Education Center

Capacity: 45 persons (Classroom Set-up) or 63 persons (Assembly Set-up)

Minimum booking of 2 hours is required

Rental Category	Advance Reservations		Rental Fees	Security
	9:00am – 5:00pm	5:00pm-10:00pm	Mon-Sun	Deposit
Contracted Tenants and Partners*	3 months	6 months	\$ 0	N/A
Cupertino Non-Profit	3 months	6months	\$ 30/hr	\$300
Cupertino Resident/Cupertino Business	2 months	3 months	\$ 55/hr	\$300
Non-Resident Non-Profit	2 months	3 months	\$ 48/hr	\$300
Non-Resident/Non-Resident Business	2 months	3 months	\$ 88/hr	\$300

*On-site tenants and partnering organizations that have a current lease agreement with the City of Cupertino

**Security Staff is required for any rental where alcohol is served. Rate: \$25 per hour

Equipment Provided	Quantity
Chairs	60
Dishwasher	1
Kitchen Island (Portable)	1
Microwave	1
Oven	1
Portable Projector (laptop not included)	1
Projector Screen	2
Refrigerator	1
Sinks	2
Stovetop (Electric, 2 burners)	1
Tables: 6 foot, rectangle	10



Tables: 6 foot, round	1
Tables (children's): 3 ½ foot, rectangle	2

C. Reservations

Facility Applications: Applications for use of the Environmental Education Center Park Building must be submitted in person at the Quinlan Community Center. Applications will be confirmed with McClellan Ranch Staff prior to being made official. Applicant must be at least 18 years of age.

Reservation requests may be submitted Monday-Friday from 8:00 am-5:00 pm, a minimum of 10 days in advance (30 days required, if alcohol is being served). To secure a reservation, please bring the following items to the Quinlan Community Center, 10185 N. Stelling Rd, Cupertino, CA:

Contracted Tenant/Partner	<ul style="list-style-type: none"> • Current Lease/Contract agreement • Proof of affiliation to agency
Cupertino Residents/Businesses	<ul style="list-style-type: none"> • Current utility bill with applicant's name and address • Security deposit
Cupertino Non-Profit	<ul style="list-style-type: none"> • IRS form 501(c), articles of incorporation or by-laws • Membership list with addresses (51% residency required) • Security deposit
Non-Resident Non-Profit	<ul style="list-style-type: none"> • IRS form 501(c), articles of incorporation or by-laws • Letter on organization's letterhead demonstrating what service it provides to Cupertino residents • Security deposit
Non-Residents	<ul style="list-style-type: none"> • Security deposit

The City reserves the right to deny rental to groups or individuals who have previously used the facility and left it in poor condition. The City also reserves the right to cancel any use of a facility with 2 weeks advance notice.

Rental Fees: There is a 2-hour minimum for all rentals at the Environmental Education Center. Rental fees are due a minimum of 10 days prior to the event. If alcohol is being served at the event, rental fees are due 30 days prior. If fees are not paid, the City reserves the right to cancel the reservation and withhold the security deposit. Rentals that exceed the permitted reservation time will be charged an overtime fee of \$200 for any time up to the first half-hour, and \$200 for every half-hour thereafter.



Confirmation: Reservations will not be confirmed until the completed reservation form has been approved, all rental fees and security deposit have been paid, and the insurance certificate and endorsement have been submitted. Approval is dependent upon intended use, availability, and applicants' agreement to abide by the terms and conditions listed herein.

Commercial General Liability Insurance: A certificate of commercial general liability insurance is required for all rentals that serve alcohol. The renter must bring proof of insurance from their insurance company for one million dollars per occurrence, with an endorsement naming the City of Cupertino as additionally insured. The certificate of insurance and the endorsement must be submitted 30 days prior to the rental date. No reservation will be confirmed without proof of insurance. A certificate of liability insurance can be issued by the renter's, homeowner's, or other insurance carrier. In order for the certificate to be valid, it must contain the following:

- ✓ The renter's name must be listed as the one "insured".
- ✓ The policy must not expire before the event date.
- ✓ The policy must be for \$1,000,000 per occurrence.
- ✓ The "description" must list the rental location, date of event, and type of event planned.
- ✓ The City of Cupertino at 10300 Torre Avenue, Cupertino, CA 95014 must be listed as "additional insured."

D. Cancellations and Refunds

Rental Amendments: Requests to amend reservation times and/or dates must be submitted in writing to the Recreation and Community Services Office. A maximum of three rental amendments are permitted at no charge. There will be a \$10.00 rental amendment fee applied for each additional amendment thereafter.

Cancellations: A reservation cancelled at least 10 days prior (30 days if alcohol is being served) to the reservation date will be refunded the security deposit and any paid rental fees. Any cancellation that is made less than 10 days of the rental date will be refunded the deposit, but not paid rental fees. All cancellations must be submitted in writing to the Recreation and Community Services office. The City reserves the right to cancel any use of a facility with two weeks advance notice.

Refunds: Refunds on security deposits are based on compliance with the rental contract, as well as the clean-up requirements. To receive a full refund on the security deposit, the building must be cleaned and cleared of all guests, rental party, and caterer, etc. at the rental end time. The renter is responsible for all caterers, musicians, photographers, and guests, and may be billed an overtime fee if they exceed the rental time. The renter will be billed for any damages or extra staff time not covered by the deposit. Deposits are generally refunded within 2-3 weeks.



E. Rental Rules and Regulations

Alcohol: ONLY beer, wine, and champagne can be served. Kegs are not permitted. **No hard liquor is allowed at any time.** The request to serve alcohol must be made at least 30 days prior to the rental date. Failure of notification could result in the loss of your deposit. When alcohol is served, security staff is required at a rate of \$25 per hour, with a minimum of 4 hours and a maximum of 6 hours. Alcohol may not be consumed outside of any City facility except in approved patio, deck, or picnic areas. Servers must be the legal drinking age of 21. **Under-age drinking at any event is strictly prohibited.** Liability insurance is required.

Smoking: Smoking is prohibited inside any facility and anywhere within McClellan Ranch Preserve.

Renter Conduct: The renter is solely responsible for any and all accidents or injuries to persons or property resulting from the use of the facility. The renter is responsible for the control and supervision of all people in attendance. The renter shall take care that no damage is done to the facility and that all of the attendees conduct themselves in an orderly manner in and around the facility, including the surrounding park areas and parking lot. If damages are occurring or the behavior of the group is deemed inappropriate or unsafe for any reason, the function may be stopped in progress and denied further use of the facilities. In addition, if it becomes necessary during the course of the rental to summon the police for any reason, all or part of the security deposit will be forfeited. Groups composed of minors (under the age of 18) must be supervised by 1 adult for every 10 minors. Minors must be under adult supervision at all times.

- *Decorations:* The renter is responsible for the set-up and take-down of all decorations, removing tablecloths, utensils, and excess trash/recycling from the rented room. Renter may use masking tape or painters tape to hang decorations at the Environmental Education Center. Please do not remove any existing displays without prior approval from McClellan Ranch staff. No cellophane, adhesive tape, nails, staples, thumbtacks, push pins, nails, screws, etc. are allowed. Any open flame is strictly prohibited. Decorations can only be put up on the day of the room rental, during the allotted rental time. All decorations must be taken down and out of the building before the end of the reservation. Balloons are prohibited anywhere outside of the facility.
- *Amplified Sound:* amplified sound is restricted to inside the facility only.
- *Kitchen and Restrooms:* The kitchen area must be left in the condition it was found. The renter is responsible for cleaning up any spills and debris in the kitchen area. Restrooms are to be left in a clean and orderly fashion. The City will furnish restroom supplies.



- *Damages:* Any damage incurred to the walls, windows, tables, chairs, or any of the property will be deducted from the security deposit and is the responsibility of the renter. Handling of pre-existing animal or plant displays is prohibited.
- *Storage:* Storage space is limited within the facility. This includes food, beverages, decorations equipment, etc. Please confirm storage needs at the time of rental application. Supplies may not be stored before or after allotted rental period.
- *Opening/Closing Checklist:* The renter or event representative must participate in a pre-inspection walk-through of the facility with the building attendant. Anything dissatisfactory must be brought to the attention of the facility attendant IMMEDIATELY so that prompt action can be taken to correct the situation. Failure to do so may result in all or partial withholding of the security deposit. In addition, the renter or event representative must participate in a post-inspection walk-through and acknowledge agreement of the findings.

Building Attendant: A building attendant will be on duty for the duration of your event. They will set up tables and chairs, unlock and lock the building, inform the renter of the equipment location, answer questions, and enforce the rules of the facility. The attendant is there to assist the renter; however the renter is responsible for their own decorations and clean-up. Gratuities may not be accepted by City employees.

Solicitations & Sales: Commercial, concessions, or profit-making activities are not allowed at City facilities. This includes charging registration fees, admission fees, or entrance fees of any sort. Failure to adhere to this policy will jeopardize the status of any future rental and may result in your event being shut down. Fundraising events are allowed for co-sponsored clubs and non-profit groups.

II. Group visits, Tours and Educational Programming

A. Self-Guided Tours:

- a. Self-guided tours are free and welcome any time the park is open (sunrise to sunset).
- b. On-site parking is free. If the main lot is full, an overflow parking lot is located in the adjacent McClellan Ranch West parcel.
- c. Please note: Indoor facilities (Nature Museum, Library, and Blacksmith Shop) are only open during drop-in hours and pre-scheduled tours.

B. Free Drop-in Hours

- a. Staff will be present for weekly drop-in hours to provide free tours and access to the Nature Museum, Blacksmith Shop and Resource Library.
- b. Schedule of drop-in hours:
 - Fridays from 3:00pm – 5:00pm
 - Saturdays from 11:00am – 3:00pm



- Sundays from 11:00am – 3:00pm (pending)
- Additional hours may be scheduled during school breaks and holidays
 - Check cupertino.org/mcclellanranch for updated hours

C. Private Tours and Group Visits

- Private tours and group visits are available on a limited basis. Ranch staff can cover specific environmental education topics or provide a general tour of the preserve and accompanying facilities.
- General tours are approximately 90 minutes in length and will include a naturalist-led hike along the creek trail, a visit to the community gardens, an up-close look at barn animals, a tour of the nature museum, and a visit to the historic blacksmith shop.
- For specific topics, please contact McClellan Ranch Staff directly to discuss your tour specifics. We will do our best to accommodate your group's request.
- 1 adult chaperone required for every 10 youth participants.
- Advance reservations are required
 - Group reservations can be made by calling 408-777-1316 or emailing davidj@cupertino.org

D. Pricing for Private Group Tours (based on 90-minute tour):

- Group size 1-15: \$5 per participant
- Group size 15-30: \$75 flat fee
- Group size 30+: please contact us to discuss feasibility and pricing.

E. Educational programming

- Cupertino Recreation and Community Services Department offers a wide variety of educational programming for all ages.
- Please visit www.reg4rec.org or the quarterly Recreation Brochure for a current schedule of program offerings.



RECREATION AND COMMUNITY SERVICES DEPARTMENT

QUINLAN COMMUNITY CENTER

10185 NORTH STELLING ROAD • CUPERTINO, CA 95014

(408) 777-3120 • FAX (408) 777-1305

Liability Insurance Requirements **For Facility Rentals**

****Liability insurance is only required if alcohol is being served at the event.***

The person listed on the contract must obtain commercial general liability insurance in the amount of \$1,000,000 per occurrence. This may be obtained through your homeowner's policy or other insurance carrier. The user's insurance coverage shall be primary. **The City of Cupertino, Its Officers, Officials & Employees** are to be covered as additional insured by an endorsement for commercial general liability coverage.

- ✓ The renter's name must be listed as the one "insured".
- ✓ The policy must not expire before the event date.
- ✓ The policy must be for \$1,000,000 per occurrence.
- ✓ The "description" must list the rental location, date of event, and type of event planned.
- ✓ The City of Cupertino at 10300 Torre Avenue, Cupertino, CA 95014 must be listed as "additional insured." See below for specific wording.

The original **certificate of insurance** and **endorsement** must be submitted to the Quinlan Community Center, Recreation and Community Services Department, 10185 N Stelling Rd, Cupertino, CA 95014, at least 30 days prior to the event. Your event may be cancelled if the certificate of insurance and endorsement fulfilling all requirements are not received by the City of Cupertino at least 30 days prior to the event date.

Please use the following address on the insurance certificate under **"Certificate Holder"**:

City of Cupertino, Its Officers, Officials & Employees
10300 Torre Ave
Cupertino, CA 95014
Attn: Recreation & Community Services / Facilities

The following addresses pertain to the rental facilities:

McClellan Ranch Preserve
Environmental Education Center
22221 McClellan Road, Building D
Cupertino, CA 95014



Liability Insurance Requirements

Frequently Asked Questions

Question: What is a certificate of liability insurance?

Answer: It is an insurance policy designed to provide protection in which an event holder must defend themselves against lawsuits or pay damages for bodily injury or property damage to a third party. This policy also gives protection to the venue of the event by adding them to the policy as an Additional Insured. Examples, such as a slipping and falling, or damaged floors are covered by this type of policy.

Question: I've been asked to list my facility as an Additional Insured? What does this mean?

Answer: This simply means that the venue is asking you to add them to the required liability insurance policy as an insured.

The practice of adding a facility as an Additional Insured on a General Liability insurance policy is quite common. Make sure to tell your insurance agent that you need this endorsement before they give you the Certificate of Insurance.

Question: Where can I find an insurance provider?

Answer: You can check with your homeowner's insurance carrier, or search online. There are many online insurance companies that can help you with this service. Search for "Certificate of Liability Insurance for Event" to research all your options. The City of Cupertino does not sell insurance.

Question: Do insurance companies charge for this service?

Answer: It depends on your insurance provider. Your insurance agent will be able to help you with the fees, if applicable.

Question: I'm only serving coffee at my event. Do I really need to provide insurance?

Answer: No, the City of Cupertino only requires insurance for any events that serve alcohol.



CERTIFICATE OF LIABILITY INSURANCE

CALIF-6 OP ID: KN

DATE (MM/DD/YYYY)
08/23/13

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Insurance Agency Information	800-989-8712	CONTACT NAME:
	408-288-7130	PHONE (A/C, No, Ext):
		FAX (A/C, No):
		E-MAIL ADDRESS:
	INSURER(S) AFFORDING COVERAGE	
	INSURER A : Fireman's Fund Insurance Co.	NAIC # 21873
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	Must be \$1,000,000
	INSURER F :	

INSURED **Renters Name and Address**

These boxes must be selected.

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:
 AT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD ENDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT AGREEMENT WITH RESPECT TO WHICH THIS INSURED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> GENERAL LIABILITY	X		XX1234	09/25/13	09/25/13	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000
	<input checked="" type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						MED EXP (Any one person) \$ none
							PERSONAL & ADV INJURY \$ 1,000,000
							GENERAL AGGREGATE \$ 2,000,000
							PRODUCTS - COMP/OP AGG \$ 2,000,000
							\$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS					BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident) \$
							\$
	<input type="checkbox"/> UMBRELLA LIAB	<input type="checkbox"/> OCCUR					EACH OCCURRENCE \$
	<input type="checkbox"/> EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE					AGGREGATE \$
							\$
							\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						WC STATUTORY LIMITS
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/>	N/A				OTHER
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. EACH ACCIDENT \$
							E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
 Certificate holder is an additional insured pursuant to attached endorsement for the following event:
 Wedding reception on September 25, 2013 at the Quinlan Community Center, 10185 N. Stelling Road, Cupertino, CA 95014.
 (Above information must include: Date, location, type of event, and City of Cupertino additional insured)

CERTIFICATE HOLDER City of Cupertino, Its Officers, Officials & Employees 10300 Torre Ave. Cupertino, CA 95014 Attn: Recreation and Community Services/ Facilities	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Insurance Agent Signature
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



POLICY NUMBER: XX1234

COMMERCIAL GENERAL LIABILITY
CG 20 11 01 96

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED – MANAGERS OR LESSORS OF PREMISES

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

1. Designation of Premises (Part Leased to You):

Quinlan Community Center
10185 N Stelling Rd
Cupertino, California 95014

2. Name of Person or Organization (Additional Insured):

City of Cupertino, its Officers, Officials & Employees
10300 Torre Ave.
Cupertino, CA 95014
Attn: Recreation and Community Services/Facilities

Must be included on the endorsement.

3. Additional Premium: X

(If no entry appears above, the information required to complete this endorsement will be shown in the Declarations as applicable to this endorsement.)

WHO IS AN INSURED (Section II) is amended to include as an insured the person or organization shown in the Schedule but only with respect to liability arising out of the ownership, maintenance or use of that part of the premises leased to you and shown in the Schedule and subject to the following additional exclusions:

This insurance does not apply to:

1. Any "occurrence" which takes place after you cease to be a tenant in that premises.
2. Structural alterations, new construction or demolition operations performed by or on behalf of the person or organization shown in the Schedule.



RECREATION AND COMMUNITY SERVICES DEPARTMENT
 QUINLAN COMMUNITY CENTER
 10185 NORTH STELLING ROAD • CUPERTINO, CA 95014
 (408) 777-3120 • FAX (408) 777-1305

Facility Rental Application

Facility (please circle): Environmental Education Center							
Applicant Name:				Organization Name:			
Address:							
City:		State:	Zip:	Home Phone:			
E-mail Address:				Alternate Phone:			
Estimated Attendance:				Type of Use: (party, meeting, etc.)			
Will alcohol be served: Yes <input type="checkbox"/> No <input type="checkbox"/> *Insurance is required if serving alcohol				Beer <input type="checkbox"/> Wine <input type="checkbox"/> Champagne <input type="checkbox"/>			
Will food be served: Yes <input type="checkbox"/> No <input type="checkbox"/>							
Room Name	Day	Date*	Set-up Start Time	Event Start Time	Event End Time	Clean-up End Time	Total Hours*
*For additional dates, please use reverse side (conditions apply).				*TOTAL HOURS (reservation includes set-up and clean-up hours)			

In consideration for the acceptance of my application for participation in or presence at the aforementioned rental agreement, I HEREBY WAIVE, RELEASE AND DISCHARGE, the Cupertino Recreation and Community Services Department, the Cupertino Union School District, the Cupertino Public Facilities Corporation, the City of Cupertino and the County of Santa Clara, their agents and employees FROM AND AGAINST ANY AND ALL LIABILITY FOR ANY LOSS, PERSONAL INJURY, INCLUDING DEATH, OR PROPERTY DAMAGE THAT MAY HAVE ARISEN OUT OF, OR IN ANY WAY CONNECTED WITH, MY PARTICIPATION OR PRESENCE AT THE AFOREMENTIONED EVENT, EVEN THOUGH THAT LIABILITY MAY HAVE ARISEN OUT OF NEGLIGENCE OR CARELESSNESS ON THE PART OF THE

Cupertino Poet Laureate Playbook



PERSONS OR ENTITIES MENTIONED ABOVE AND HEREIN RELEASED, BUT DO NOT RELEASE THE ABOVE MENTIONED PERSONS OR ENTITIES FROM THEIR FRAUDULENT OR INTENTIONAL ACTS OR FOR THEIR NEGLIGENT VIOLATIONS OF STATUTORY LAW.

Furthermore, I assume all responsibility and agree to indemnify the City of Cupertino and the Cupertino Union School District for any loss, damage or injury to my property, or myself, which may have been caused by negligence, or any act, of any person connected in any way with the aforementioned event. I understand that the City of Cupertino does not guarantee the construction, condition, or safety of the facilities or the equipment and that this Release Agreement is to be binding on heirs, my assigns and me. I/we agree to allow use of my/our photograph for program publicity. I HAVE READ THE ABOVE, UNDERSTAND ITS MEANING AND VOLUNTARILY SIGN IT. PARENT OR LEGAL GUARDIAN MUST SIGN FOR PARTICIPANTS UNDER 18 YEARS OLD

Payment Info

Cash Check (Refund Checks Payable to: _____)

Visa MasterCard American Express Discover

Credit Card Number: _____ CVC (3-digit code from back of card): _____

Expires: ____/____ Authorized Amount \$ _____

Cardholder Name: _____

Authorized Signature: _____

Office Use Only:

Deposit	Receipt # _____	Date: _____	Processed By: _____
Partial Rental Fee	Receipt # _____	Date: _____	Processed By: _____
Final Payment	Receipt # _____	Date: _____	Processed By: _____

Application Complete Entered into CLASS Insurance Provided

				Time	Time	Time	Hours
Room Name	Day	Date	Set-up Time	Event Start Time	Event End Time	Clean-up Time	Total Hours

Cupertino Poet Laureate Playbook





Addendum #20 Roles and responsibilities of steering committee and Poet Laureate

(see hard copies)

Addendum #21 Poetry community contacts and organizations

Amanda Williamsen's Acquaintances and Poetry People

Adrian Kolb

Has served on both selection and steering committees. Major help. Two terms on library commission.

Amanda Williamsen

Third Cupertino Poet Laureate, January-July 2016. Long time writing and literature teacher, junior high-college. Memoir Poet. Moving to Seattle July 2016 and sad to leave CPL, but could return for readings or other events. Best wishes to Ann Muto.

Amytha Willard

Santa Clara County Library District supervisor, works with teen lit and at Cupertino Library. Favorite job duty is Bookmobile.

Anjali Kausar

Chief Executive Officer of the Chamber of Commerce. Also serves on the Cupertino Union School Board.

Ann Stevenson

PL Steering Committee Member. Huge help. Library Commissioner. Keep apprised of CPL activities.

Ann Muto

Cupertino's newest Poet Laureate, 2016-2018! Winner of Erica Goss's poetry contest. Author of *Open Passage*. Sometimes writes about Japanese American history. Met at JSB's "Write Your First Poem" workshop and/or NW YMCA poetry group. Attended Amanda's Poetry Memoir Class spring 2016.

Annie Ho

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On the Library Foundation Board. A Rotarian. Connected with Cupertino Chinese American community. Attended Amanda's PMC once or twice.

Anthony Francis, Ph.D.

Fiction writer. Often writes fantasy fiction. Member of Write to the End at IHOP.

Author of *Liquid Fire*, *Blood Rock*, *Frost Moon*, and *Spectral Iron*.

April Scott

Principal at Monta Vista H. S. A Rotarian.

Archana Panda

A poet. Cupertino supporter of the Poet Laureate program.

Arlene Biala

Named Santa Clara County PL in 2016. Organized an ekphrastic poetry evening at the SJMA. Amanda, David Perez, Arlene, Nils Peterson, and five other poets read there.

Barbara Rogers

Former Cupertino Mayor. Came to Amanda's Inaugural Celebration.

Bay Area Generations

A reading series in Berkeley which has a different guest curator each month. Writers should submit work with a partner of a different generation. Ensures a diversity of voices. Amanda read there with Erica Goss.

Beez Jones

Member of the Cupertino Historical Society. Font of information about the early families of Cupertino.

Betsy Miller

Author of "Bees" snap book and *The Parents' Guide to Perthes*, a childhood disorder affecting the hip. Member of Write to the End at IHOP.

Bev Lenihan

CPL Steering Committee member with Ann S. and Adrian K. So helpful. Vice

President of Cupertino Library Foundation. Mission of Foundation, a non-profit, is to enable library to meet community needs. In her second career as a non-profit consultant. Winding down, but still helping lots of local agencies. Works mostly on capital campaigns. Life-long

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writer. Writing for herself at last. Memoir! And watercolorist. Won outstanding Fundraiser of the Year. Also past recipient of the Crest award for outstanding service to Cupertino. Attended Amanda's Poetry Memoir Class spring 2016.

Bill Wilson

FUHSD Board. Rotarian.

Bob Dickerson

Cupertino Poet. De Anza prof.

Brian Murphy

President of De Anza College. Rotarian.

California Poets in the Schools

Outreach education for K-12 students. Jennifer Swanton Brown is an educator and organizer. Tanu Wakefield and Erica Goss are also CPITS teachers

Caroline Goodwin

Poet Laureate of San Mateo County.

Caroline Lindley

Ann Muto's friend. A poet and memoirist. Attended Amanda's Poetry Memoir Class spring 2016.

Charleene Puder

Attended Amanda's Poetry Memoir Class spring 2016.

Christopher Cook

Mission Pie Poet. SF free-lance journalist.

Clare Varesio

Children's Supervising Librarian at Cupertino library

Claudio Bono

President of the Chamber of Commerce. General Manager of the Cupertino Inn.

Connie Post

Past Livermore Poet Laureate. Compiles California State PL Directory.

Crystal Tai

Poet, writer, editor, translator. Wrote poem about the history of Cupertino. Translated her father's autobiography. Much of it was in poetry. Translated that to English.

Christine Hanel

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Acting director, Parks and Recreation Department, Cupertino

Dara Runova

Poet. Attended Amanda's Poetry Memoir Class spring 2016.

Darcy Paul

Cupertino City Council Member.

Darryl Stow

Former Mayor. Rotarian. Both on Historical Society Board and

West Valley Community Services, a social change agency that helps those in need in the West Valley.

Dave Denny

First CPL. De Anza professor. Mentor/ Writer. Has published four books of fiction, and poetry.

Dave Stearns

Rotarian. Resident of 'The Forum' retirement home. Could help organize an event there.

David Colby

Member of Write to the End at IHOP. Writes fantasy fiction. Sometimes free lances as typist and editor.

David Eisbach.

Organizer of San Jose Poetry Festival 2016.

David Perez

Former Santa Clara County PL. Professor of English at Ohlone College. Author of *Love in a Time of Robot Apocalypse*. Could be invited to give a reading. Very good rapport with audience. Always enjoyable to hear him.

Debbie Vanni

On Poet Laureate Selection Committees. Teaches English with a lot of work on poetry at Homestead High.

Dennis Norren

Works with Edwin Markham House at San Jose History Park.

Dennis Whittaker

State Farm Insurance Agent. Potential sponsor. Philanthropist.

Diana Ding

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President of her own TV broadcast corporation, Ding Ding TV. Rotarian.

Diane McNutt

Silicon Valley Reads coordinator, a county program.

Deidre Alexander

Attended Amanda's Poetry Memoir Class spring 2016.

Dolly Sandoval

Former Mayor. A teacher in Los Gatos, math/science. Could be an advocate.

Donna Austin

A community leader. Former Library Foundation member.

Dorothy Stow

Former Mayor. Rotarian. On Historical Society Board and West

Valley Community Services

Elaina Kyrouz

Amanda's friend. Attended Amanda's Poetry Memoir Class spring 2016.

Elizabeth Bartholomew

Children's librarian at Cupertino Library. She invited Amanda to work on a Circuit Poetry program for kids. The kids wrote poems, learned how to make a circuit with copper wire and LEDs, then pasted their poem over a card with the circuit to illuminate their words.

Eno Schmidt

President of the Cupertino Library Foundation Board. Gives PL the honorarium.

Erica Goss

Second PL of Los Gatos. Creator of a video poetry summer workshop for girls, which she co-taught with David Perez.

Esther Kamkar

Amazing poet. Member of the Waverley Writers group of Palo Alto. See estherkamkar.com. She could perhaps give a reading. Very good reader.

Eva Kashkooli

Attended Amanda's Poetry Memoir Class spring 2016.

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Flash Fiction Forum

A monthly performance of short fiction, short memoir, and narrative or spoken word poetry held at the Works Gallery in San Jose. Lita Kurth is an organizer.

Flo Oy Wong

Cupertino Poet. Member of NW YMCA poetry group. Attended Amanda's Poetry Memoir Class spring 2016.

Gabriela Banks.

Stephanie Mulligan's friend. Memoirist. Attended Amanda's Poetry Memoir Class spring 2016.

Gail Hugger

Historian of Cupertino. On the board of the History Museum. Cupertino Historical Society.

Gayle Schultz

Fiction Writer. Often writes fantasy fiction. Member of Write to the End group at IHOP. Attended Amanda's Poetry Memoir Class spring 2016.

Gene Lee

Member of Waverly Writers. Attended Amanda's Poetry Memoir Class spring 2016.

George Tyson

President of West Valley Community Services. Rotarian.

Gilbert Wong

President (or recent past President) of the Asian American Business Council. Rotarian. Supports the Poet Laureate program.

Gloria Barnes

Flo Oy Wong's friend. A memoirist. Attended Amanda's Poetry Memoir Class spring 2016

Heather Borbeau

Mission Pie Poets. Political journalist. Could be invited to give a reading. Reads all over the country.

Helene Davis

President of the board of the Cupertino Historical Society

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Hung Wei

Community Leader. Rotarian. President of the Fremont Union High School Foundation.

Jade Bradbury

Leslie Hoffman's friend. Poet. Met at FFF October 2015. Attended Amanda's Poetry Memoir Class spring 2016.

Janki Chokshi

Fine Arts League of Cupertino, Board Member and Current President.

Jennifer Swanton Brown

Second CPL. Friend. Mentor. Educator with California Poets in the Schools.

Jerry Liu

Vice President of the Cupertino Library Foundation Board. President of library commission.

Jing Jing Yang

Poet. Attended Amanda's Poetry Memoir Class spring 2016.

Jim Walker

Past President of the Rotary. Philanthropist.

Josh Wilson

Mission Pie Poet. (San Francisco writers' group. Amanda's friend.)

Judy Wilson

President of Rotary 2016-17. Parks & Rec commissioner

Kathleen McClung

Mission Pie Poet. Teaches at Skyline Community College and the Writing Salon of San Francisco. Could give a reading. Super talented. Also organizes an annual sonnet contest called the Soul-Making Keats Literary Competition.

Karla Valente

Works with Larry Wray to support Schola Cantorum and its poetry contest

Kathy Stakey

President of The Friends of the Cupertino Library, a non-profit that provides funds for many wonderful library projects. Sponsoring organization of the Poet Laureate program, along with Cupertino Library Foundation and City of Cupertino.

Keiko O'Leary

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Editor, Thinking Ink Press. Member/facilitator of Write to the End. Author of a post card story from Thinking Ink Press. Attended Amanda's Poetry Memoir Class spring 2016.

Kevin Gunn

PL of Livermore. Longtime English Teacher at Livermore High School. Just published a book with Finishing Line Press called *Hey, Yard Duty, Johnny Said the 'F' Word!*

Kim Worrall

Rotarian. Philanthropic toward community-based projects. Married to Chris Worrall, a member of the Knights of Malta. She is a Dame of Malta.

Kristi Myllenbeck

Writer with *Cupertino Courier*. Interviewed Amanda December 28, 2015.

Larry Wray

Member of Schola Cantorum. Organizer of high school poetry contest for MV and LA students. Amanda was judge June, 2016.

Lee Rossi

Poet met at Willow Glen Library. Friend of Peter Carroll.

Leslie Hoffman

Friend of Dennis Norren and Jade Bradbury. Met at FFF.

Lita A. Kurth

Co-organizer of FFF with Tania Martin. Attended one or two meetings of Amanda's PMC spring 2016.

Marcela Griffin

Poet whom Amanda met at Erica Goss' Poetry Kitchen. Published a photo & poetry book about the seashore, *Reflections by the Shore*.

Mary-Marcia Casoly

Organizer of Waverley Writers. Sends out newsletters about local writing events

Matt Lorenzo

Teen Librarian at Cupertino library. He has opened and closed for us. Ask him ahead of time!

Matt Wilson

Editor and reporter for *Cupertino Courier*.

Maw Shein Win

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Mission Pie Poets. Author of *ruins of a glittering palace*. Berkeley. Burmese Writers organizer.

Mei Huey Huang

Editor for *Chinese News*, paper and online presence.

Mission Pie Poets

An unofficial writers' group of Amanda's friends. They are some talented people who might be invited to give readings. Maw Shein Win, Heather Bourbeau, Kathleen McClung, Josh Wilson, Christopher Cook.

Nellie Wong

Poet. Sister of Flo Oy Wong. Flo says she might be available to give a poetry reading.

Nidhi Mathur

Web Specialist at City of Cupertino. Manages the City website. *Cupertino Scene* connection.

Nils Peterson

First SC County PL. Author of four volumes of poetry Much beloved and admired.

Could give an excellent reading!

Orrin Mahoney

Former Mayor. Works on the Library Foundation Advisory Council. Works on the Stockmeir House project.

Parthenia Hicks

First Los Gatos PL. Would be available to give a reading. Very kind and helpful.

Patty Clark

Fiction writer. Attended Amanda's Poetry Memoir Class spring 2016.

Pearl Cheng

President of the Board of Supervisors, De Anza and Foothill Colleges

Peter Carroll

Poet I met at Willow Glen Library. Teaches at Stanford.

Richard Lowenthal

On Library Foundation Advisory Council. A Rotarian

Ron Miller

Leader of NW YMCA poetry group. Founding member of the PL program.

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Rose Grymes

Member of the Library Commission. Also on Library Foundation Board. Works at Ames Research.

Roslyn Donald

Acting Community Librarian

Roz Davis

Member of The Friends of the Cupertino Library

Ruth Littmann-Ashkenazi

Member of Write to the End at Cupertino IHOP. Author of "Wild Hair," a snap book from Thinking Ink Press. Met at FFF in October 2015.

Sal Pizzaro

Columnist for *San Jose Mercury News*. Column is "About Town."

Sally Ashton

Second SC County PL. Met at David Perez's reading of three SC County Laureates.

Host of Laureate Salon.

Sam Rao

Editor of *Sing Tao Daily*.

Savita Vaidhyanathan

Vice Mayor of Cupertino. Likes Poetry.

Schola Cantorum

An adult choral group in Los Altos. Held its first poetry contest for high school students in 2016. The winner will have his or her poem set to music. Amanda, Dave, and Jennifer judged the contest. Larry Wray and Karla Valente organized it.

Sherri Rose-Walker

Organizer of a poetry reading series at Florey's Books Company in Pacifica.

Stephanie Mulligan

Amanda's friend. Has a child at Christa McAuliffe School. Could probably connect you with someone there if you'd like to be a visiting poet. Attended Amanda's Poetry Memoir Class spring 2016.

Stephanie Pressman

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Winner of Dave Denny's Cupertino poetry contest. Amanda read with her and JSB at an event of Dave's.

Steve Ting

On Library Foundation Advisory Council.

Sue Semans

Attended Amanda's Poetry Memoir Class spring 2016.

Tania Martin

Co-organizer of FFF with Lita Kurth.

Tanu Wakefield

Belmont PL. Gave a reading in Cupertino on June 3, 2016, at Amanda's invitation.

Organized a poetry contest with Belmont Library. Works at Stanford Humanities Center and also teaches with California Poets in the Schools.

Tina Ferguson

Head of Sales for KRTY radio. Posts PSAs for us.

Tom Izu

Head of the California History Museum at De Anza. On the Advisory Council of the Library Foundation. Bev says he would like to be more involved in the town.

Video Poetry

A newer creative genre combining poetry and images in short films. Erica Goss knows a lot about this. She and David Perez organized a workshop for teen girls summer 2015.

Waverley Writers

A writers' group that meets at the Unitarian Church in Palo Alto on the first Fridays of all months except July and August. Welcoming. Not a critique group. Good place to share poems, make friends, and attend readings with guest poet readers.

Willow Glen Poets

A writers' group that meets on the third Thursdays of each month at the Willow Glen Library in San Jose. Hosts readings with guest poets. Open mic opportunities. Excellent place to meet people involved in the local scene.

Write to the End

A writers' group that meets at IHOP in Cupertino. Many fiction writers, but all forms are

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welcome. Some core members are Keiko O’Leary, Betsy Miller, David Colby, Gayle Schultz, Anthony Francis, and Ruth Littmann-Ashkenazi.

Addendum #22 Ideas for Poetry Activities (see hard copies)

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