



CUPERTINO

CITY OF CUPERTINO

AGENDA

ARTS AND CULTURE COMMISSION

10185 N. Stelling Road, Quinlan Community Center, Conference Room

Wednesday, May 29, 2024

6:30 PM

Special Meeting

Members of the public wishing to observe the meeting may do so in one of the following ways:

- 1) Attend in person at Quinlan Community Center, 10185 N. Stelling Road
- 2) The meeting will also be streamed live on and online at <https://youtube.com/@cupertinocitycommission>

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

- 1) Appear in person at Quinlan Community Center.
- 2) E-mail comments by 4:00 p.m. on Wednesday, May 29 to the legislative body at artsandculture@cupertino.gov. These e-mail comments will also be posted to the City's website after the meeting.

Oral public comments may be made during the public comment period for each agenda item.

Members of the audience who address the legislative body must come to the lectern/microphone and are requested to complete a Speaker Card and identify themselves. Completion of Speaker Cards and identifying yourself is voluntary and not required to attend the meeting or provide comments.

NOTICE AND CALL FOR A SPECIAL MEETING OF THE CUPERTINO ARTS AND CULTURE COMMISSION

NOTICE IS HEREBY GIVEN that a special meeting of the Cupertino Arts and Culture Commission is hereby called for Wednesday, May 29, 2024, commencing at 6:30 p.m. in Quinlan Community Center, Conference Room, 10185 N Stelling Road, Cupertino, California 95014. Said special meeting shall be for the purpose of conducting business on the subject matters listed below under the heading, "Special Meeting."

SPECIAL MEETING

ROLL CALL**APPROVAL OF MINUTES**

1. Subject: Meeting Minutes for the March 25, 2024 Arts and Culture Commission meeting.
Recommended Action: Review and approve the minutes for the March 25, 2024 Arts and Culture Commission meeting.
[A - Draft Minutes](#)

POSTPONEMENTS**ORAL COMMUNICATIONS**

This portion of the meeting is reserved for persons wishing to address the Commission on any matter within the jurisdiction of the Commission and not on the agenda. Speakers are limited to three (3) minutes. In most cases, State law will prohibit the Commission from making any decisions with respect to a matter not on the agenda.

WRITTEN COMMUNICATIONS**OLD BUSINESS**

2. Subject: Artist Awards Program Descriptions, Application Requirements, and Evaluation Forms
Recommended Action: Review and approve the updated Artist Awards Program descriptions, application requirements, and evaluation forms.
[Staff Report](#)
[A - Artist Award Descriptions and Application Requirements RedlinedV2](#)
[B - Artist Award Evaluation Forms Redlined](#)
[C - Artist Award Descriptions and Application Requirements Clean](#)
[D - Artist Award Evaluation Forms Clean](#)

NEW BUSINESS

3. Subject: Presentation and discussion on Art Programming in selected neighboring jurisdictions
Recommended Action: Receive presentation by Chair Wang and provide feedback on Art Programming ideas for the City of Cupertino

STAFF AND COMMISSION REPORTS

This portion of the meeting is reserved for staff to provide any updates on matters pertinent to the Commission and for Commissioners to report on any Commission related activities they have taken part in since the prior regularly scheduled meeting.

4. Subject: Chair's Update on Mayor's Commissioner Meeting
Recommended Action: Receive update on the Mayor's Commissioner Meeting from the Chair of the Arts and Culture Commission.
[A - 240515 - Mayor's Commissioner Agenda Items](#)

FUTURE AGENDA SETTING

This portion of the meeting is reserved for the Chair or any two Commissioners to propose a future agenda item within the jurisdiction of the Commission. A proposal to add a future agenda item shall be brief and without discussion by the Commission.

ADJOURNMENT

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48 hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

Any writings or documents provided to a majority of the members after publication of the agenda will be made available for public inspection. Please contact the City Clerk's Office in City Hall located at 10300 Torre Avenue, Cupertino, California 95014, during normal business hours.

IMPORTANT NOTICE: Please be advised that pursuant to Cupertino Municipal Code section 2.08.100 written communications sent to the Cupertino City Council, Commissioners or City staff concerning a matter on the agenda are included as supplemental material to the agenda item. These written communications are accessible to the public through the City's website and kept in packet archives. Do not include any personal or private information in written communications to the City that you do not wish to make public, as written communications are considered public records and will be made publicly available on the City website.

Members of the public are entitled to address the members concerning any item that is described in the notice or agenda for this meeting, before or during consideration of that item. If you wish to address the members on any other item not on the agenda, you may do so during the public comment.



CITY OF CUPERTINO

Agenda Item

24-13174

Agenda Date: 5/29/2024
Agenda #: 1.

Subject: Meeting Minutes for the March 25, 2024 Arts and Culture Commission meeting.

Review and approve the minutes for the March 25, 2024 Arts and Culture Commission meeting.



Draft MINUTES
ARTS AND CULTURE COMMISSION
Monday, March 25, 2024
6:30 p.m.

ARTS AND CULTURE COMMISSION MEETING

CALL TO ORDER

At 6:33 p.m., Chair Maa called the meeting to order at City Hall, 10300 Torre Avenue, Conference Room C.

ROLL CALL

Commissioners Present: Carol Maa, David Wang, Dana Ford, Kiran Rohra, Rani Agrawal (arrived 6:39 p.m.)
Commissioners Absent: None
Staff Present: Gian Martire, Jessica Javier

APPROVAL OF MINUTES

1. Subject: Meeting Minutes for the January 22, 2024 Arts and Culture Commission Meeting
Recommended Action: Review and approve the minutes for the January 22, 2024 Arts and Culture Commission meeting.

Chair Maa motioned to approve the January 22, 2024 Arts and Culture Commission meeting minutes. Commissioner Ford seconded. Motion carried with 4 yes and 1 absent (Agrawal).

POSTPONEMENTS

None

ORAL COMMUNICATIONS

None

WRITTEN COMMUNICATIONS

None

OLD BUSINESS

None

NEW BUSINESS

2. Subject: Election of Chair and Vice Chair
Recommended Action: Elect a Chair and Vice Chair of the Arts and Culture Commission

Gian Martire, Senior Planner, gave a brief overview of procedure and expectations.

Vice Chair Wang asked for clarification on term limits and normal cycles of approval. Staff stated there were no established protocols. They clarified that Commissioners could self-nominate and nominate for either position.

Chair Maa asked for clarification on if a Vice Chair should be someone who had never held either position before. Senior Planner Martire stated that there was no written rule.

Commissioner Agrawal arrived.

Chair Maa stated that at the Mayor's meeting it was suggested that continuity be a factor for the Chair and Vice Chair appointments.

Commissioner Rohra stated that regardless of title, all commissioners had an equal and valid voice in the commission.

Commissioner Rohra motioned and Chair Maa seconded to nominate Vice Chair Wang for Chair of the Arts and Culture Commission.

The motion carried unanimously with 5 – Yes, 0 – No, 0 – Absent.

Commissioner Rohra motioned and Commissioner Agrawal seconded to nominate Commissioner Maa for Vice Chair of the Arts and Culture Commission.

Commissioner Maa motioned and Commissioner Agrawal seconded to nominate Commissioner Rohra for Vice Chair of the Arts and Culture Commission.

Senior Planner Martire took the vote for the first motion.

The motion carried unanimously with 5 – Yes, 0 – No, 0 – Absent.

Chair Wang reiterated that every Commissioner at the table has an equal voice.

Chair Wang closed the item.

3. Subject: Artist Awards Program Requirements and Evaluation Criteria

Recommended Action: Receive an update on the Artist Awards program requirements and provide feedback on the evaluation criteria.

Senior Planner Martire introduced Jessica Javier, Administrative Assistant, Parks and Recreation. She provided an overview including background information, updated application requirements, process refinements and the reasons for them.

The commissioners asked clarifying questions.

Vice chair Maa asked for clarification as to the removal of participants who only work in Cupertino. Administrative Assistant Javier explained that applicants employed in Cupertino were originally added to promote participation in the early years. Recent years have seen an increase in resident participation, and it was decided that this should be a priority. Vice Chair Maa asked if there were other opportunities addressed to make more efficient use of staff time. Administrative Assistant Javier clarified that the use of online applications and reduction in the number/size of pieces submittable will and has been helpful. She also stated that the request by the Commission for anonymous applications was considered but would add a significant increase in staff time.

Vice Chair Maa asked if limiting the size and format of submissions had been considered. She stated that when viewing the pieces, a lot of zooming in and out happened due to the non-standardized submittal requirements. Administrative Assistant Javier clarified that the acceptance of multiple non-uniform submission formats is to be more inclusive for applicants. She stated all entries eventually are converted to PDF. She stated she would ask IT if there might be a solution.

Commissioner Rohra asked for clarification on if the length of the resume had been considered. Administrative Assistant Javier stated that it had not but was open for discussion and suggestions. Commissioner Rohra stated she would like to see resumes no longer than one page in a legibly sized font. Commissioner Ford suggested a maximum of two pages for applicants with more substantial experience. Chair Wang stated it might be difficult to limit a resume to one page for those artists with more history. Commissioner Rohra clarified that she meant the personal statement and not the resume. Commissioner Agrawal suggested a word limit for the personal statement. Commissioner Ford stated that 500 words was roughly one page of text. Commissioner Rohra asked that the discussion on page limit be for both resume and personal statement.

Commissioner Agrawal suggested that anonymous entries be sent to past year's winners to help judge and evaluate. She stated that this could help with the number of entries that need to be evaluated. Chair Wang stated that he liked the idea of public participation but was concerned about the logistics. Vice Chair Maa asked if there was concern over review time. Commissioner Agrawal stated that she didn't feel the amount of time allowed to review submissions was sufficient. Chair Wang stated he was fine with current rating of the submissions but suggested maybe Commissioners could pick their favorites and bring those in as opposed to ranking every single entry.

Commissioner Rohra asked for clarification if decisions needed to be made at this meeting. Senior Planner Martire clarified that the input would be taken by Administrative Assistant Javier and evaluated. Administrative Assistant Javier stated she would come back at the next meeting with revised submission requirements. She clarified that Commissioners could update with amendments to a motion when it is being voted on. She encouraged the Commissioners to provide feedback and ideas they felt strongly about. Chair Wang asked for clarification on if a

commissioner had an idea could they email Administrative Assistant Javier for it to be taken into consideration. Staff confirmed as long as the suggestion didn't require the other commissioner's input.

Vice Chair Maa stated she felt some of the judging categories were redundant and suggested consolidating some criteria. She stated she also felt that if the personal statement did not reflect the theme, immediate disqualification should be considered. Administrative Assistant Javier asked for clarification if staff or the commissioners would be disqualifying entries. Vice Chair Maa stated that she was fine with staff doing it. Administrative Assistant Javier stated that the staff's function was to take in applications and make sure that the basic information was included. She clarified that it was the Commission's responsibility to judge whether an entry met the criteria artistically speaking. Chair Wang suggested an alignment among the commissioners on criteria to be met with entries. He stated a failure to meet the criteria could lead to disqualification.

Commissioner Agrawal reiterated that she would like the artist's identities to remain anonymous during judging. Commissioner Rohra stated she felt that would be too much work for the staff especially if names had to be redacted from statements. She suggested that maybe the categories for the younger artists could be anonymous since no personal statements were involved. Chair Wang agreed that that would be a solution that would be acceptable. Vice Chair Maa asked if there was maybe some way to remove the disqualified entries before the judging stage. She stated that she would like to be able to flag art pieces that had been submitted in previous years. Chair Wang stated that the rules did not prohibit submission of previously submitted art. Vice Chair Maa asked if there was a way to eliminate submissions that did not meet the contest theme.

Commissioner Rohra suggested that each commissioner choose a top 3 for each category and that could be where the discussion starts for to final choices as opposed to tallying the scores and using those choices. Administrative Assistant Javier stated that all the scoring had to be done in a public meeting. Commissioner Agrawal stated she didn't mind the scoring process and wanted to be fair to all entries.

Vice Chair Maa asked if anyone had a suggestion on how to minimize the submission review burnout. She stated it was difficult to be fair with the number of submissions that had been received recently. Commissioner Agrawal suggested an additional meeting for the judging process.

Chair Wang asked if there was a way to streamline the judgement categories for consistency. He asked for clarification if there was any context for how the evaluation criteria was arrived at initially. Administrative Assistant Javier stated that the original wording was composed by past commissioners. She stated that it is up to the current commissioners if they choose to reword the evaluation criteria.

Vice Chair Maa suggested consolidating the evaluation criteria across all submission categories. Commissioners discussed combining the evaluation criteria for each submission category. For the Young Artist category, the criteria were decided to be:

- Media/Tools
- Creativity of Contest Theme
- Originality

Commissioner Agrawal asked for clarification of the Media/Tools criteria. Chair Wang stated he felt it was how well an individual executes with their medium of choice.

Vice Chair Maa asked that the contest theme criteria be added to the verbiage for the Emerging and Distinguished Artist categories. Administrative Assistant Javier clarified that for the Young Artist category only visual entries were accepted. She stated that for Emerging and Distinguished, performance, literary, film, etc. were acceptable as well. She stated that placing a theme criteria might limit applicants' ability to participate. Vice Chair Maa stated that she felt the applicants should make the effort to tie their submission to the theme. Chair Wang stated he saw both points of view but felt that no theme allowed the judges to get a full picture of who an artist is. Chair Maa asked how the commission would feel if a piece from a previous year was resubmitted. Administrative Assistant Javier clarified that the commissioners do not have to give an award if they choose not to. Commissioner Agrawal suggested a line in the description that stated that although art piece submissions from previous years would be accepted, they are discouraged.

Administrative Assistant Javier asked for clarification on if the descriptors that accompanied the criteria categories should be removed along with the category. Chair Wang clarified that staff should use their judgement to consolidate the ideas with the categories. Commissioners decided to consolidate the Imagination and Individuality categories with the Creativity and Originality category for Emerging Artist submissions.

Chair Wang suggested combining the Design and Composition category with Technique/ Skill of Construction for the Distinguished Artist submissions. Vice Chair Maa suggested for consistency, the category be changed to Media/Tools and Technique/Skill be used as a bullet point. Commissioners agreed. Chair Wang asked for clarification on if four categories for Distinguished Artist would remain, just renamed for consistency. Commissioners agreed.

Vice Chair Maa reiterated her wish to make the contest theme a requirement for all categories and submissions. Administrative Assistant Javier clarified that the Emerging and Distinguished categories had no such requirement. Vice Chair Maa stated that she thought it was a reasonable ask considering the amount of prize money. Commissioner Ford suggested that the theme be part of the Creativity and Originality and not the Personal Statement. Administrative Assistant Javier asked for clarification on if the commissioners wanted to add a theme to these award categories. Commissioner Rohra suggested the theme not be a requirement, but a suggestion.

She stated that possibly one art piece in a portfolio be linked to the theme. Administrative Assistant Javier stated that doing that would require changing descriptions not only on the evaluation forms, but the website as well. She asked for clarification if the commissioners wanted an overall theme for the program. She asked how that would impact non-visual media such as literary and performing arts. Commissioner Ford stated that applicants would have to find a way to tie their work in.

Commissioner Rohra expressed concern that inserting a theme requirement might narrow possible submissions too much and eliminate some applicants who wish to participate but don't have a piece that is on theme. Commissioner Agrawal suggested deciding on a theme earlier in the process and allowing contestants more time to create artwork. Administrative Assistant Javier stated that the shorter submission window was more beneficial to the program, but that once the theme is decided, it can be circulated ahead of the submission period. Commissioners agreed that an overall theme for the program would be welcome. Administrative Assistant Javier clarified that the suggestion for only one piece of art in a portfolio be requested to be on theme. Commissioners agreed.

Chair Wang asked for clarification on if there would be an awards event for the upcoming year. Administrative Assistant Javier stated there would be.

Chair Wang closed the item.

STAFF AND COMMISSION REPORTS

Chair Wang reported on the March Mayor's meeting, giving a brief presentation on what was covered. He stated he had conveyed recent Art and Culture Commission activity and encouraged the Commissioners to read the notes he collected. He stated that there had been some updates to the Commissioner Handbook and suggested the Commissioners familiarize themselves with new policies. He highlighted a few of the updates.

Senior Planner Martire made a short presentation on the scheduled upcoming Arts and Culture Commission meeting dates and asked if they needed to be changed due to holiday conflicts. Commissioners agreed on changing the May 27th meeting to May 29th and the November 25th meeting to November 18th.

Senior Planner Martire reported on the City Manager Commission Liaison meeting and some of the possible changes to the reporting and minute taking that may be coming.

Senior Planner Martire gave a brief update on the art installation for the Westport project and overall status.

COMMISSIONER ATTENDANCE AT UPCOMING MEETINGS AND EVENTS

The Mayor's meeting is bi-monthly and alternates between in-person and remote. The meetings must be attended by either the Chair or Vice Chair.

Commissioners to attend the upcoming Mayor’s meetings as follows:

May 15 – Chair Wang (in person)

July 17 – Vice Chair Maa (virtual)

FUTURE AGENDA SETTING

Vice Chair Maa motioned for a report on the status of the City Council Work Program items that were submitted to City Council. Commissioner Rohra seconded the suggestion.

Commissioner Agrawal motioned for a discussion on a possible event that showcases all Cupertino artists as a community and brings them together for display. Vice Chair Maa seconded the motion.

ADJOURNMENT

Chair Wang adjourned the meeting at 8:39 p.m. to the May 29, 2024, special meeting at 6:30 p.m.

Respectfully Submitted by,

Jon de Ridder, Administrative Assistant
Community Development Department
Minutes approved at the _____ regular meeting



CITY OF CUPERTINO

Agenda Item

24-13185

Agenda Date: 5/29/2024
Agenda #: 2.

Subject: Artist Awards Program Descriptions, Application Requirements, and Evaluation Forms

Review and approve the updated Artist Awards Program descriptions, application requirements, and evaluation forms.



PARKS AND RECREATION DEPARTMENT

QUINLAN COMMUNITY CENTER
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014-5732
TELEPHONE: (408) 777-3120 • FAX: (408) 777-1305
CUPERTINO.ORG

ARTS AND CULTURE COMMISSION STAFF REPORT

Special Meeting: May 29, 2024

Subject

Artist Awards Program Descriptions, Application Requirements, and Evaluation Forms

Recommended Action

Review and approve the updated Artist Awards Program descriptions, application requirements, and evaluation forms.

Discussion

The purpose of the Arts and Culture Commission is to foster and encourage artistic expression and achievement in the fields of visual, verbal, and performing arts while preserving and advancing the arts for the benefit of the citizens of Cupertino. Every year the commission presents awards to deserving artists in recognition of local talent in these fields.

In 2021 the Arts and Culture Commission reviewed and updated the Artist Awards descriptions, application requirements, and evaluation forms for the three award categories: Distinguished Artist, Emerging Artist, and Young Artist. Following the 2023 Artist Awards, the Arts and Culture Commission requested to review and provide feedback on the program. At the March 25, 2024 Arts and Culture Commission meeting, City staff reviewed the refined program requirements including the Artist Award Descriptions and Application Requirements in order to help clarify the process for applicants and better manage the staff and Commission time required during the evaluation process. Additionally, the Commission was also asked to provide feedback on the Artist Award Evaluation Forms.

Following the March meeting and feedback provided, City staff refined the Artist Award Descriptions/Application Requirements (Attachment A) and updated the Artist Award Evaluation Forms (Attachment B). It is recommended that the Commission review and approve the updated Artist Award Descriptions/Application Requirements (Attachment C) and Evaluation Forms (Attachment D) for the program.

Sustainability Impact

No sustainability impact.

Fiscal Impact

No fiscal impact.

Prepared by: Jessica Javier, Administrative Assistant

Reviewed and Approved for Submission by: Rachelle Sander, Director of Parks and Recreation

Attachments:

A – Artist Award Descriptions and Application Requirements RedlinedV2

B – Artist Award Evaluation Forms Redlined

C – Artist Award Descriptions and Application Requirements Clean

D – Artist Award Evaluation Forms Clean

Artist Award Descriptions and Application Requirements

Distinguished Artist Award Description

The Distinguished Artist Award recognizes established artists having a substantial body of work that display merit and excellence, as well as a history of contributions to their artistic field and the community. Prior winners of the Distinguished Artist Award have taught art classes, participated in shows or performances, and won awards for their work.

Applicants for the Distinguished Artist Award will be evaluated on their use of media, tools, design and composition of their submitted portfolio, along with technique and skill of construction. The Commission will be looking to see if the artist has demonstrated a high level of skill and ability in the selected techniques for the pieces chosen for their submitted portfolio. Creativity and Originality will also be observed and evaluated, including connection to the award program theme. The artist must show evidence of creative and unique thought.

All applicants must include a written personal statement that includes goals, education, training, volunteerism, community involvement and any achievements or awards.

Applicants can participate in any of the following artistic categories: Visual Arts, Performing Arts, Literary Arts, or Digital Arts.

There is a cash award of \$1000 for the Distinguished Artist platinum winner (1st place). To receive funds, a completed W-9 will be requested.

How to Apply

- **Who may apply:** Artists must live ~~or work~~ in Cupertino or attend high school, college and/or art school physically located within Cupertino.
- **Deadline:** Applications must be submitted by ~~Sunday~~Tuesday, October 1 at 4:30 p.m.
- **Complete Online Application [HERE](#)**

Online Application Requirements

1. Submitted Application
2. Personal Statement (maximum 1 page)
3. One letter of endorsement and/or support, which includes relationship to artist.
4. Digital portfolio: (saved as PDF, JPG, JPEG, or PNG ~~or TIFF file~~)

*At least **one** piece in the portfolio must connect to the 2024 award program theme:

2024 Artist Awards Theme - "[INSERT THEME]"

Artists submitting printed-visual art can include up to ten-three pieces that best represent the artists' body of work. Performing artists' may submit no more than five minutes worth of performances, and film entries may submit no more than ten-five minutes worth of film, and literary artists' may submit no more than a total of 5 pages.

Submitting pieces from a previous Artist Awards submission is highly discouraged.

5. Resume and exhibition record (if any and maximum 2 pages)

Winners who receive cash awards must:

- Be willing to work with the Arts and Culture Commission to promote the arts in the community through participation in one or more events designed for that purpose.
- Acknowledge the recognition of the City of Cupertino on any printed advertising, programs or brochures they produce related to the award.

Questions? Please email artsandculture@cupertino.org or artistawards@cupertino.gov

Emerging Artist Award Description

The Emerging Artist Award was established to encourage and recognize demonstrations of artistic promise. This award recognizes younger artists as well as those rediscovering their love of artistic expression later in life.

Applicants for the Emerging Artist Award will be evaluated on their use of media, tools and working materials. The Commission will also be looking for evidence of creative thought and originality in the artists' submitted portfolio, including connection to the award program theme. ~~How well the artists' showcase their individuality in their art will also be evaluated.~~

All applicants must include a written personal statement that includes goals, education, training, volunteerism, community involvement and any achievements or awards.

Applicants can participate in any of the following artistic categories: Visual Arts, Performing Arts, Literary Arts, or Digital Arts.

There is a cash award of \$750 for the Emerging Artist platinum winner (1st place). To receive funds, a completed W-9 will be requested.

How to Apply

- **Who may apply:** Artists must live ~~or work~~ in Cupertino or attend high school, college and/or art school physically located within Cupertino.
- **Deadline:** Applications must be submitted by ~~Sunday~~Tuesday, October 1 at 4:30 p.m.
- **Complete Online Application [HERE](#)**

Online Application Requirements

1. Submitted Application
2. Personal Statement (maximum 1 page)
3. One letter of endorsement and/or support, which includes relationship to artist.
4. Digital portfolio: (saved as PDF, JPG, JPEG, or PNG ~~or TIFF~~ file)

*At least **one** piece in the portfolio must connect to the 2024 award program theme:

2024 Artist Awards Theme - "[INSERT THEME]"

Artists submitting printed-visual art can include up to ten-three pieces that best represent the artists' body of work. Performing artists' may submit no more than five minutes worth of performances, ~~and~~ film entries may submit no more than ten-five minutes worth of film, and literary artists' may submit no more than a total of 5 pages.

Submitting pieces from a previous Artist Awards submission is highly discouraged.

5. Resume and exhibition record (if any [and maximum 2 pages](#))

Winners who receive cash awards must:

- Be willing to work with the Arts and Culture Commission to promote the arts in the community through participation in one or more events designed for that purpose.
- Acknowledge the recognition of the City of Cupertino on any printed advertising, programs or brochures they produce related to the award.

Questions? Please email artsandculture@cupertino.org or artistawards@cupertino.gov

Young Artist Award Description

Each year the Commission presents awards to deserving young artists in recognition of local achievements in the visual arts in the following age groups:

Group A: 6-10 years old

Group B: 11-14 years old

Awards: Three awards (Platinum, Gold, and Silver), are given to each age group. ~~Additionally, A~~ ~~a~~ cash prize of \$150 ~~and a plaque~~ is awarded to the Platinum winner. ~~The Gold and Silver winners will receive a plaque.~~

Rules:

- All applicants must live in Cupertino or attend an educational institution or art school physically located within Cupertino. Only one entry per artist will be allowed.
- Artwork must be completed by the young artists only – parents and teachers cannot assist or participate in the production of the art.
- Artwork that does not fit the contest theme and/or does not contest parameters will not be considered.
- Artists may use a medium of their choice including digitally created still art. Original artwork may be requested at a later date for public display.
- Artwork and completed application form should be submitted by ~~Sunday~~ ~~Tuesday~~, October 1 ~~at 4:30 p.m.~~

Judging Evaluation Criteria: The primary criteria for both age groups will be how effectively and/or creatively the applicant has communicated the contest theme. Evidence of ~~imagination~~ ~~and individuality~~ ~~originality~~ as well as effective use of media and tools will also be considered.

The theme of the ~~2023-2024~~ award program is:

“[INSERT THEME]”

Complete Online Application [HERE](#)

Questions? Please email artsandculture@cupertino.org artistawards@cupertino.gov



CITY OF CUPERTINO
 DISTINGUISHED ARTIST AWARD **JUDGING**
EVALUATION FORM

Artist Name _____

Judges-Commissioner Name _____

Evaluate the piece-submission on each of the four judging-evaluation criteria indicated below, from 5 points (high) to 1 point (low). ~~Suggested criteria guidelines are below.~~

<u>Evaluation Criteria</u>	<u>Points</u>	<u>Notes</u>
<p><u>Design and Composition</u> — Observe the totality of the artists portfolio. Consider if the following elements and principles are evident in their work. Note that not all principles will apply to every medium.</p> <ul style="list-style-type: none"> ○ *Principles: Unity, Balance, Rhythm/Movement, Emphasis, Contrast ○ *Elements: Line, Shape, Space, Form, Color, Value, Texture ○ *For additional guidance on the principles and elements, see below the criteria table. 		
<p><u>Technique/Skill of Construction Media/Tools</u></p> <ul style="list-style-type: none"> - Has the artist demonstrated a high level of skill and/or ability in the selected techniques that they have chosen for their artwork? Do the pieces display an effective use of tools, methods, and working materials? Has the artist used materials and skills to effectively portray what they are trying to convey? 		
<p><u>Design and Composition</u></p> <ul style="list-style-type: none"> - <u>Observe the totality of the artists portfolio. Consider if the following elements and principles are evident in their work. Note that not all principles will apply to every medium.</u> <u>○ *Principles: Unity, Balance, Rhythm/Movement, Emphasis, Contrast</u> <u>○ *Elements: Line, Shape, Space, Form, Color, Value, Texture</u> <u>○ *For additional guidance on the principles and elements, see below the criteria table.</u> 		

<p>Creativity and Originality</p> <ul style="list-style-type: none"> - Is the work executed in a manner that is unique to the idea expressed? Is there evidence of creative thought?_ <p><u>How well has the artist conveyed the contest theme?</u></p>		
<p>Personal Statement</p> <ul style="list-style-type: none"> - Does the personal statement include goals, education, training, volunteerism, community involvement, and/or achievements and awards? 		

Total Points _____/20

Design and Composition

Observe the totality of the artists portfolio. Consider if the following elements and principles are evident in their work. Note that not all the principles will apply to every medium.

Principles

Unity: Do the parts work as a whole? Consider the marks, shapes, colors, values, and textures.

Balance: Is there an equal distribution of visual weight? Has symmetrical or asymmetrical balance been created in the shapes, colors, textures, and values?

Rhythm/Movement: Is there fluidity of form in three-dimensional works? Are there shapes or directional lines to connect pieces within two-dimensional works? Does your eye travel around the entire picture plane?

Emphasis: Is there a defined focal point or center of interest?

Contrast: Is there a variety of values, shapes, colors, lines and textures?

Elements

Line: Is there variety of line? Have lines been used to create texture, perspective, or movement?

Shape: Is there variety of shape? Are the shapes used been successfully created and used in the work?

Space: Has the illusion of foreground, middle ground, and background shape been successfully created?

Form: Has the illusion of depth been successfully created in two-dimensional works? Have appropriate figures been used to represent the ideas within three-dimensional works?

Color: Is there a variety of color? Have colors been used to create space or emotion?

Value: Is there a defined light source? Have highlights, shadows, and cast shadows been included in the art?

Texture: Are there visual or tactile surface characteristics in the work? Does it have a variety of texture and interesting patterns?



CITY OF CUPERTINO
 EMERGING ARTIST AWARD ~~JUDGING-EVALUATION~~
 FORM

Artist Name _____

~~Judge's-Commissioner~~ Name _____

Evaluate the ~~piece-submission~~ on each of the ~~four judging~~ three evaluation criteria indicated below, from 5 points (high) to 1 point (low). ~~Suggested criteria guidelines are below.~~

<u>Evaluation Criteria</u>	<u>Points</u>	<u>Notes</u>
Media/Tools - Does the pieces display an effective use of tools, methods, and working materials? Has the artist used materials and skills to make an effective piece for what they are trying to convey?		
Creativity and Originality - Is the work executed in a manner that is unique to the idea expressed? Is there evidence of creative thought? <u>How well has the artist conveyed the contest theme?</u>		
Imagination — Has the artist shown imagination in their artwork? Is there evidence of creative thought?		
Individuality — How well does the artist showcase their individuality in the piece?		
Personal Statement - Does the personal statement include goals, education, training, volunteerism, community involvement, and/or achievements and awards?		

Total Points _____ / 2515



CITY OF CUPERTINO
 YOUNG ARTIST AWARD ~~JUDGING-EVALUATION~~
 FORM

Artist Name _____

~~Judges-Commissioner~~ Name _____

Evaluate the ~~piece-submission~~ on each of the ~~four judging~~ three evaluation criteria indicated below, from 5 points (high) to 1 point (low). ~~Suggested criteria guidelines are below.~~

<u>Evaluation Criteria</u>	<u>Points</u>	<u>Notes</u>
Media and Tools - Has the artist demonstrated a level of skill and ability in the selected techniques? Does the piece display an effective use of tools, methods, and working materials? Has the artist used materials and skills to make an effective piece for what they are trying to convey?		
Creativity of Contest Theme - How well has the artist conveyed the contest theme? <u>Is there evidence of creative thought?</u> Can it be understood by others?		
Imagination —Has the artist shown imagination in their artwork? Is there evidence of creative thought?		
IndividualityOriginality - How well does the artist showcase their individuality in the piece?		

Total Points _____/2015

Artist Award Descriptions and Application Requirements

Distinguished Artist Award Description

The Distinguished Artist Award recognizes established artists having a substantial body of work that display merit and excellence, as well as a history of contributions to their artistic field and the community. Prior winners of the Distinguished Artist Award have taught art classes, participated in shows or performances, and won awards for their work.

Applicants for the Distinguished Artist Award will be evaluated on their use of media, tools, design and composition of their submitted portfolio. The Commission will be looking to see if the artist has demonstrated a high level of skill and ability in the selected techniques for the pieces chosen for their submitted portfolio. Creativity and originality will also be observed and evaluated, including connection to the award program theme.

All applicants must include a written personal statement that includes goals, education, training, volunteerism, community involvement and any achievements or awards.

Applicants can participate in any of the following artistic categories: Visual Arts, Performing Arts, Literary Arts, or Digital Arts.

There is a cash award of \$1000 for the Distinguished Artist platinum winner (1st place). To receive funds, a completed W-9 will be requested.

How to Apply

- **Who may apply:** Artists must live in Cupertino or attend high school, college and/or art school physically located within Cupertino.
- **Deadline:** Applications must be submitted by Tuesday, October 1 at 4:30 p.m.
- **Complete Online Application [HERE](#)**

Online Application Requirements

1. Submitted Application
2. Personal Statement (maximum 1 page)
3. One letter of endorsement and/or support, which includes relationship to artist.
4. Digital portfolio: (saved as PDF, JPG, JPEG, or PNG)

*At least **one** piece in the portfolio must connect to the 2024 award program theme:

2024 Artist Awards Theme - “[INSERT THEME]”

Artists submitting visual art can include up to three pieces that best represent the artists’ body

of work. Performing artists' may submit no more than five minutes worth of performances, film entries may submit no more than five minutes worth of film, and literary artists' may submit no more than a total of 5 pages.

Submitting pieces from a previous Artist Awards submission is highly discouraged.

5. Resume and exhibition record (if any and maximum 2 pages)

Winners who receive cash awards must:

- Be willing to work with the Arts and Culture Commission to promote the arts in the community through participation in one or more events designed for that purpose.
- Acknowledge the recognition of the City of Cupertino on any printed advertising, programs or brochures they produce related to the award.

Questions? Please email artistawards@cupertino.gov

Emerging Artist Award Description

The Emerging Artist Award was established to encourage and recognize demonstrations of artistic promise. This award recognizes younger artists as well as those rediscovering their love of artistic expression later in life.

Applicants for the Emerging Artist Award will be evaluated on their use of media, tools and working materials. The Commission will also be looking for evidence of creative thought and originality in the artists' submitted portfolio, including connection to the award program theme.

All applicants must include a written personal statement that includes goals, education, training, volunteerism, community involvement and any achievements or awards.

Applicants can participate in any of the following artistic categories: Visual Arts, Performing Arts, Literary Arts, or Digital Arts.

There is a cash award of \$750 for the Emerging Artist platinum winner (1st place). To receive funds, a completed W-9 will be requested.

How to Apply

- **Who may apply:** Artists must live in Cupertino or attend high school, college and/or art school physically located within Cupertino.
- **Deadline:** Applications must be submitted by Tuesday, October 1 at 4:30 p.m.
- **Complete Online Application [HERE](#)**

Online Application Requirements

1. Submitted Application
2. Personal Statement (maximum 1 page)
3. One letter of endorsement and/or support, which includes relationship to artist.
4. Digital portfolio: (saved as PDF, JPG, JPEG, or PNG file)

*At least **one** piece in the portfolio must connect to the 2024 award program theme:

2024 Artist Awards Theme - “[INSERT THEME]”

Artists submitting visual art can include up to three pieces that best represent the artists' body of work. Performing artists' may submit no more than five minutes worth of performances, film entries may submit no more than five minutes worth of film, and literary artists' may submit no more than a total of 5 pages.

Submitting pieces from a previous Artist Awards submission is highly discouraged.

5. Resume and exhibition record (if any and maximum 2 pages)

Winners who receive cash awards must:

- Be willing to work with the Arts and Culture Commission to promote the arts in the community through participation in one or more events designed for that purpose.
- Acknowledge the recognition of the City of Cupertino on any printed advertising, programs or brochures they produce related to the award.

Questions? Please email artistawards@cupertino.gov

Young Artist Award Description

Each year the Commission presents awards to deserving young artists in recognition of local achievements in the visual arts in the following age groups:

Group A: 6-10 years old

Group B: 11-14 years old

Awards: Three awards (Platinum, Gold, and Silver) are given to each age group. Additionally, a cash prize of \$150 is awarded to the Platinum winner.

Rules:

- All applicants must live in Cupertino or attend an educational institution or art school physically located within Cupertino. Only one entry per artist will be allowed.
- Artwork must be completed by the young artists only – parents and teachers cannot assist or participate in the production of the art.
- Artwork that does not fit the contest theme and/or does not contest parameters will not be considered.
- Artists may use a medium of their choice including digitally created still art. Original artwork may be requested at a later date for public display.
- Artwork and completed application form should be submitted by Tuesday, October 1 at 4:30 p.m.

Evaluation Criteria: The primary criteria for both age groups will be how effectively and/or creatively the applicant has communicated the contest theme. Evidence of originality as well as effective use of media and tools will also be considered.

The theme of the 2024 award program is:

“[INSERT THEME]”

Complete Online Application [HERE](#)

Questions? Please email artistawards@cupertino.gov



**CITY OF CUPERTINO
DISTINGUISHED ARTIST AWARD EVALUATION FORM**

Artist Name _____

Commissioner Name _____

Evaluate the submission on each of the four evaluation criteria indicated below, from 5 points (high) to 1 point (low).

<u>Evaluation Criteria</u>	<u>Points</u>	<u>Notes</u>
<p>Media/Tools</p> <ul style="list-style-type: none"> - Has the artist demonstrated a high level of skill and/or ability in the selected techniques that they have chosen for their artwork? Do the pieces display an effective use of tools, methods, and working materials? Has the artist used materials and skills to effectively portray what they are trying to convey? 		
<p>Design and Composition</p> <ul style="list-style-type: none"> - Observe the totality of the artists portfolio. Consider if the following elements and principles are evident in their work. Note that not all principles will apply to every medium. <ul style="list-style-type: none"> o *Principles: Unity, Balance, Rhythm/Movement, Emphasis, Contrast o *Elements: Line, Shape, Space, Form, Color, Value, Texture o <i>*For additional guidance on the principles and elements, see below the criteria table.</i> 		
<p>Creativity and Originality</p> <ul style="list-style-type: none"> - Is the work executed in a manner that is unique to the idea expressed? Is there evidence of creative thought? How well has the artist conveyed the contest theme? 		
<p>Personal Statement</p> <ul style="list-style-type: none"> - Does the personal statement include goals, education, training, volunteerism, community involvement, and/or achievements and awards? 		

Total Points _____/20

Design and Composition

Observe the totality of the artists portfolio. Consider if the following elements and principles are evident in their work. Note that not all the principles will apply to every medium.

Principles

Unity: Do the parts work as a whole? Consider the marks, shapes, colors, values, and textures.

Balance: Is there an equal distribution of visual weight? Has symmetrical or asymmetrical balance been created in the shapes, colors, textures, and values?

Rhythm/Movement: Is there fluidity of form in three-dimensional works? Are there shapes or directional lines to connect pieces within two-dimensional works? Does your eye travel around the entire picture plane?

Emphasis: Is there a defined focal point or center of interest?

Contrast: Is there a variety of values, shapes, colors, lines and textures?

Elements

Line: Is there variety of line? Have lines been used to create texture, perspective, or movement?

Shape: Is there variety of shape? Are the shapes used been successfully created and used in the work?

Space: Has the illusion of foreground, middle ground, and background shape been successfully created?

Form: Has the illusion of depth been successfully created in two-dimensional works? Have appropriate figures been used to represent the ideas within three-dimensional works?

Color: Is there a variety of color? Have colors been used to create space or emotion?

Value: Is there a defined light source? Have highlights, shadows, and cast shadows been included in the art?

Texture: Are there visual or tactile surface characteristics in the work? Does it have a variety of texture and interesting patterns?



**CITY OF CUPERTINO
EMERGING ARTIST AWARD EVALUATION FORM**

Artist Name _____

Commissioner Name _____

Evaluate the submission on each of the three evaluation criteria indicated below, from 5 points (high) to 1 point (low).

<u>Evaluation Criteria</u>	<u>Points</u>	<u>Notes</u>
Media/Tools - Do the pieces display an effective use of tools, methods, and working materials? Has the artist used materials and skills to make an effective piece for what they are trying to convey?		
Creativity and Originality - Is the work executed in a manner that is unique to the idea expressed? Is there evidence of creative thought? How well has the artist conveyed the contest theme?		
Personal Statement - Does the personal statement include goals, education, training, volunteerism, community involvement, and/or achievements and awards?		

Total Points _____/15



**CITY OF CUPERTINO
YOUNG ARTIST AWARD EVALUATION FORM**

Artist Name _____

Commissioner Name _____

Evaluate the submission on each of the three evaluation criteria indicated below, from 5 points (high) to 1 point (low).

<u>Evaluation Criteria</u>	<u>Points</u>	<u>Notes</u>
Media and Tools - Has the artist demonstrated a level of skill and ability in the selected techniques? Does the piece display an effective use of tools, methods, and working materials? Has the artist used materials and skills to make an effective piece for what they are trying to convey?		
Creativity of Contest Theme - How well has the artist conveyed the contest theme? Is there evidence of creative thought? Can it be understood by others?		
Originality - How well does the artist showcase their individuality in the piece?		

Total Points _____ /15



CITY OF CUPERTINO

Agenda Item

24-13203

Agenda Date: 5/29/2024
Agenda #: 3.

Subject: Presentation and discussion on Art Programming in selected neighboring jurisdictions

Receive presentation by Chair Wang and provide feedback on Art Programming ideas for the City of Cupertino



CITY OF CUPERTINO

Agenda Item

24-13200

Agenda Date: 5/29/2024
Agenda #: 4.

Subject: Chair's Update on Mayor's Commissioner Meeting

Receive update on the Mayor's Commissioner Meeting from the Chair of the Arts and Culture Commission.

Mayor's Commissioner May 15, 2024 Agenda Items

Please use this space to include up to three summary bullets that highlights activities from each commission

AUDIT COMMISSION

- Investment policy
- Annual Comprehensive Financial Report
- Fraud, Waste and Abuse Reporting

BICYCLE PEDESTRIAN COMMISSION

- Vision Zero plan: The commission has provided feedback and has asked staff and consultants to revise the plan before approving it
- Strong community input regarding Rodrigues Ave and the installation of crosswalks
- 5/16 is "Bike to wherever Day" and the commission will be providing refreshments at the crossing between Stelling and McLellan in collaboration with Walk Bike Cupertino

ARTS AND CULTURE COMMISSION

- Elected Chair David Wang and Vice Chair Carol Maa on March 25, 2024. In addition, thank you to Commissioner Dana Ford for his service on the Commission. Applications are open to fill this vacancy and can be submitted [online](#).
- Reviewed an update on the Artist Awards program requirements and provided feedback on evaluation criteria.
- Thank you to Council for approving Project #12: Art in Public and Private Areas as part of the FY 2023 – 2025 City Work Program.

HOUSING COMMISSION

- The Commission approved the submission of the FY 2024-25 Community Development Block Grant (CDBG) Annual Action Plan (AAP) to the U.S. Department of Housing and Urban Development (HUD).
- The Commission received a presentation on the 2023-2031 Housing Element.
- The Chair and Vice Chair of the Commission attended the ribbon cutting ceremony for the Westport Below Market Rate Senior Apartments, an exciting new development for senior housing.

LIBRARY COMMISSION

- Poet Laureate next term plans
- Community feedback and its analysis for library developments

- Publicity of library events and community input for new purchases

PARKS AND RECREATION COMMISSION

- The commission evaluated Community Grant Funding applicants and their proposed projects for 2024. Eleven applications were received. The recommendations to the City Council for Community Grant Funding are as follows:
 - Cupertino Symphonic Band (Band Equipment) \$3000; Cupertino Little League (Scoreboards for Wilson Park) \$16000; West Valley Community Services (Gift of Hope 2024) \$3750; AINAK (Eyeglasses & Exams) \$2750; StemBoost (Science Summer Workshops) \$3000; and Rotary Club of Cupertino (Rebuilding Together) \$4000. The total recommendation is for \$32500 in grants, which is also the amount of the budget line item.
- The Chair of the Commission spoke at the City Council meeting on April 3, where the City Council approved the Memorial Park Specific Plan. Specific comments from the Chair included that “the plan incorporates much of the resident feedback on the initial draft plan” and the desire for the final design to include two bocce ball courts instead of the single one shown in the drawings.

PLANNING COMMISSION

- Conducted special meeting of the Planning Commission on 4/29 to review and provide recommendations to council regard the proposed draft of the 6th Cycle Housing Element. The PC approved this draft with minor amendments
- Annual review of the Fiscal Year 2024-2025 Capital Improvement Program. This was a limited scope review for compliance of the projects with the General Plan. This items was approved 4-0-1 with Commissioner Mistry absent.

PUBLIC SAFETY COMMISSION

- Automated License Plate Readers (ALPR)—The policy, MOU, and proposed locations are on schedule for presentation at the July Public Safety Commission meeting.
- The Cupertino Office of Emergency Management hosted a two-part tabletop exercise to test and evaluate emergency response capabilities in March and May 2024.
- The Cupertino Block Leader Program has a new initiative to bring emergency preparedness to your community - [Emergency Kit Building Workshops](#)

SUSTAINABILITY COMMISSION

- The Sustainability Commission elected the new Chair, Sonali Padgaonkar, and Vice Chair, Susan Hansen
- The commission tabled at Earth and Arbor Day Festival on April 20. Over 3,000 people attended the event.
- The commission met last month and talked about the changes in building decarbonization laws and potential options for a building code update to include existing buildings.

TEEN COMMISSION

- Received presentations on Disco at Dusk, Techie Teens, and a student led organization, PrepZone
- Gave Feedback on the Teen Resource Fair for 2025. Teens would like to see more teen organizations at the fair as well as potential tutoring resources. Commission would like to see more opportunities or resources for younger teens as well adding in food.
- Reviewed recent speaking opportunities for Teen Commissioners. Teens have moderated or spoken at Spelling Bee, Big Bunny 5k, Teen Resource Fair, HACK, and Earth and Arbor Day festival.
Staff continues to look for opportunities for the teens to have a presence at city events and programs.

TECHNOLOGY, INFORMATION & COMMUNICATION COMMISSION

- The commission met on May 1st at the Quinlan Community Center, and it was first night where the public was provided an opportunity to view the TICC meeting live via YouTube.
- The commission received an update on the status of TICC proposed City workplan items and the municipal code updates.

The commission added future agenda items for discussion, such as future cybersecurity education events, updates on City AI use, and brainstorming other projects.