

PRC Meeting  
August 1, 2024  
Presentations

Item #1

Parks and Recreation  
Department Senior Wellness  
Divison

# Parks and Recreation Department Senior Wellness Division

August 1, 2024

Parks and Recreation Commission



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# Agenda

- Live Well Age Well Health Expo Recap
- Travel Program
- Intergenerational Engagement
- Enrichment Classes
- External Rentals
- Sponsorships

# Live Well Age Well Health Expo

## Number of vendors

2023: 20

2024: 30

## Number of attendees

2023: 200

2024: 300



# Senior Travel Program

Number of trips offered  
(January to December)

2023: 17

2024: 24

Number of travelers

(January to December)

2023: 570 (averaged 33.5  
travelers per trip)

2024: 494\* (averaging 35.2  
travelers per trip)



\*January to June only

# Extended and International Trips



## 2025 Trips

- Iceland  
(February)
- America's Music  
Cities (April)
- Portugal  
(September)
- Southern Charm  
(December)

# Intergenerational Engagement

- Techie Teen Assistance
- GenConnect
- Disco @ Dusk



# Enrichment Classes

<u>Number of classes offered</u>	<u>Number of enrolled</u>
FY 22-23: 231	FY 22-23: 2,323
FY 23-24: 370	FY 23-24: 3,567

## Music and Dance

Ukulele  
Lap Steel Guitar  
CSC Jam  
Line Dance  
Ballroom Dance  
Hula  
Yuan Chih

## Fitness

Yoga  
Tai Chi  
Zumba  
Chair Exercises  
Feldenkrais Method  
Dancercise  
Walk with Ease

## Art and Special Interest

Painting and Drawing  
Chinese Brush Painting  
ESL Classes  
Dream of the Red Chamber  
Technology Classes



# External Rentals

## Rentals FY 22-23

Total Bookings: 60

Revenue: \$28,953

## Rentals FY 23-24

Total Bookings: 91

Revenue: \$41,515



# 2024 Sponsorships

- ClearCaptions
- Watermark Retirement Communities
- Heart to Heart Adult Day Care
- Oakmont of Silver Creek
- WellCare by Health Net
- Los Gatos Audiology

Total sponsorship amount: \$3,550

# Questions?



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PRC Meeting  
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Item #3

Cupertino Historical Society  
Annual Report

# Annual Report Presentation

## Cupertino Historical Society & Museum

Manuel Valerio, Executive Director

Bruce Parsons, Treasurer

Thursday, Aug 1<sup>st</sup>, 2024





# Agenda

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- Annual Report Summary
- Fundraising Activities – Current and Planned
- Projects & Programs – Current and Future

# Annual Report Summary



*Sincere gratitude to the City Council for the grant and to the Parks and Recs Commission for the support.  
Further details are available in the detailed report submitted previously.*

	<b>July '23 – Jul '24</b>
Ordinary Income/Expense	
Income	
City of Cupertino	40,000.00
Total Income	40,000.00
Gross Profit	40,000.00
Expense	
Collection Management (CM)	25,083.59
Community Outreach (CO)	15,757.67
Curatorial/Exhibitions (C/E)	14,033.49
Total Expense	54,874.75
Net Ordinary Income	-14,874.75
Net Income	-14,874.75

# Fundraising Activities



*Current and Planned fundraising activities with an enhanced approach of introducing new and innovative fundraising opportunities.*

## 1 Annual Fundraising



## 1 Annual Fundraising

- Jazz Fundraiser (October 19, 2023)
- Sip of History Dinner (June 28, 2024)

## 2 Projects/Programs-based Fundraising

- Traveling Trunk Program
- Oral History Program
- Collections Management
- Stevens Creek Signage Program
- Monta Vista Walking Guide

## 3 Community Outreach Fundraising

- Tavern Talks
- Membership Outreach



# Activities & Achievements



*Thanks to Donors, Volunteers, Staff, Community Partners, and Board Members for a series of year-round activities to fulfill the vision and achieve the mission of CHSM.*

## July 2023

<b>Tavern Talk</b>	Tavern Talk was held at Duke of Edinburgh on July 12th.
<b>Staff</b>	Manuel Valerio was hired (July 19) to fill the role of Executive Director.
<b>Baer Blacksmith Demonstration</b>	Docents help staff information table on July 29th at Baer Blacksmith Shop demonstration at McClellan Ranch Park.

## August 2023

<b>Baer Blacksmith Demonstration</b>	Docents help staff information table on August 26th at Baer Blacksmith Shop demonstration at McClellan Ranch Park.
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## September 2023

<b>Painless Parker Exhibit Opening</b>	Painless Parker Exhibit Opens on September 15th in conjunction with a Business Mixer held with the Cupertino Chamber of Commerce. Over fifty people were in attendance at the Museum.
<b>Cornerstone Newsletter</b>	The Cornerstone Newsletter published.

## October 2023

<b>Jazz Fundraiser</b>	Jazz Fundraiser was held at the Cupertino Hotel on October 19th. Over seventy people were in attendance and enjoyed wines, hors d' oeuvres and a five-piece Jazz band.
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## November 2023

<b>Exhibit Transition – Painless Parker to Holiday</b>	CHSM disassembled Painless Parker exhibit and began preparing Museum for the Christmas/Holiday Exhibition.
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# Activities & Achievements (Contd.)



*Thanks to Donors, Volunteers, Staff, Community Partners, and Board Members for a series of year-round activities to fulfill the vision and achieve the mission of CHSM.*

## December 2023

<b>Holiday Exhibit</b>	CHSM put up festive decorations in time for the holidays. Toy train was set to run on tracks around Christmas Tree in Quinlan Lobby.
<b>Tree Lighting &amp; Santa Breakfast</b>	Museum open for Quinlan Community Center Christmas Tree Lighting December 1 <sup>st</sup> , and for Breakfast with Santa December 2 <sup>nd</sup> .
<b>Holiday Party</b>	December 13th Holiday and Volunteer Appreciation Party at the Cupertino Hotel. Over 50 people enjoyed the holiday cheer.

## January 2024

<b>Board Retreat</b>	Board Retreat (to set and evaluate priorities) was held on January 10th at the Cupertino Hotel.
<b>Tavern Talk</b>	Tavern Talk at The Hook (in Campbell) was held on January 17th.
<b>Tax Returns</b>	CHSM Tax Returns were completed and submitted.
<b>Mellon Intern</b>	Alex Sit (De Anza College Student) starts his Mellon Internship with CHSM.

## February 2024

<b>Storage Cabinet</b>	A Garment Storage Cabinet donated by the New Museum in Los Gatos was placed in the Cupertino Historical Museum.
<b>State of the City</b>	CHSM Board Members and Executive Director attended the City's State of the City program at the Quinlan Center on February 15th.

## March 2024

<b>Collection Management</b>	Collections inventory proceeds, with focus shifting from physical artifacts to archives & photographs. Continued efforts toward thorough digitization of CHSM archives. Long-term goal is to enable community to browse our digitized collection online (PastPerfect Web Edition).
<b>Mellon Intern</b>	Alex Sit concludes his Mellon Internship at the end of college quarter.
<b>Tavern Talk</b>	A Tavern Talk was held on March 16th at Vidovich Vineyards and was attended by 40 people.





# Projects & Programs – Estimated Funds

*We continue with existing projects and programs, while endeavoring to introduce new ones to engage younger members of our diverse Cupertino community.*

Collection Management		
Project/Program	Period	Est.
Online Past Perfect	1 Yr.	\$2K
Storage Space	3 Yrs.	\$60K

Curatorial / Exhibitions		
Project/Program	Period	Est.
Pop-up Exhibits	3 Yrs.	\$20K
Borrowed Exhibits	3 Yrs.	\$15K
Museum Signage	3 Yrs.	\$2K
Museum Lighting	3 Yrs.	\$2K

Community Outreach		
Project/Program	Period	Est.
Oral History Program	3 Yrs.	\$25K
Speaker Programs	3 Yrs.	\$30K
Stevens Creek Signage	1 Yr.	\$10K
Video History Program	3 Yrs.	\$10K
Video Presentations	3 Yrs.	\$25K
Interactive Video Displays	3 Yrs.	\$15K
Remote / Satellite Exhibits	3 Yrs.	\$20K



# Appendix



# Categories

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## **Collection Management (CM)**

Archive activities  
Cataloging and Inventory  
Collection Research  
Object paperwork & assessment  
Digitizing  
Storage locations & cost

## **Curatorial / Exhibitions (C/E)**

Exhibits  
Kelly Truck  
Fire pumper wagon

## **Community Outreach (CO)**

Open houses during city festivals & fairs  
Special exhibits around community  
Oral histories of the Community  
Volunteer recruitment  
Internships  
Fundraisers  
Collaboration with civic organizations  
Tavern Talks

PRC Meeting  
August 1, 2024  
Presentations

Staff and Commission  
Reports

# Liaison's Update

Parks and Recreation Commission

August 1, 2024





# City Council Updates

## Lawrence-Mitty Park and Trail Project

- At the July 2, 2024 City Council meeting, Council adopted the Lawrence-Mitty Park and Trail Project's Initial Study/Mitigated Negative Declaration and approved the Final Conceptual Design.

# Project Updates

## Park Amenity Improvements

- Dog Off-Leash Area (DOLA) Benches at Jollyman Park



# Project Updates

## Jollyman All-Inclusive Playground



# Parks and Recreation Events

## Movies in the Park

- Fridays
- August 2 to 23
- 8 p.m.
- Creekside Park

**MOVIES**  
— IN THE —  
**PARK**

MOVIES START AT 8 p.m.

			
Friday, August 2 The Little Mermaid PG • 2h 15m	Friday, August 9 Migration PG • 1h 31m	Friday, August 16 A Million Miles Away PG • 2h 1m	Friday, August 23 The Incredibles PG • 1h 55m

**CREEKSIDE PARK**  
10455 Miller Avenue  
Cupertino, CA, 95014

 

# Parks and Recreation Events

## Shakespeare in the Park

- August 3, 4
- Memorial Park Amphitheater
- 6 to 7:30 p.m.



# Parks and Recreation Events

## Summer Concert Series

- Thursday, August 8
- 6:30 to 8 p.m.
- Memorial Park Amphitheater

THE  
RISE



**Summer 2024  
CONCERT SERIES**

**Memorial Park Amphitheater**  
Thursdays | June 6 to August 8 | 6:30 to 8 p.m.

June 6	• Cupertino Symphonic Band
June 13	• Snarky Cats Party Rock
June 20	• Phil n the Blanks Classic Rock
June 27	• Country Cougars Country & Classic Rock
July 4	• Phil n the Blanks 10:30 a.m. to Noon Classic Rock
July 11	• Mixed Nuts Variety
July 18	• Patron Latin Rhythms Latin Rock, Salsa, Santana
July 25	• Keep on Truckin' Rock, Blues, Funk, and R&B
August 1	• Joint Chiefs R&B, Funk, and Soul
August 8	• The Sound Project R&B

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# Parks and Recreation Events

## Hidden Treasures

- Collecting Donations August 1 to October 11
- For more information visit [cupertino.gov/hiddentreasures](https://cupertino.gov/hiddentreasures)



# Parks and Recreation Events

## Senior Center Open House

- Friday, August 23
- 10:30 a.m. to 1 p.m.
- Senior Center





# Reminders

## Parks and Recreation Fall 2024 Recreation Guide

- Activities start September 2
- [cupertino.gov/recreation](https://cupertino.gov/recreation)

## City Offices & Facilities Closed

- Monday, September 2 in observance of Labor Day
  - *Normal Operating Hours – BBF Golf Course & Sports Center*



# Liaison's Update

Parks and Recreation Commission

August 1, 2024

