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



## **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**

#### Number of classes offered

FY 22-23: 231 FY 23-24: 370

#### **Number of enrolled**

FY 22-23: 2,323 FY 23-24: 3,567

#### **Music and Dance**

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

#### <u>Fitness</u>

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?



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 1st, 2024



## Agenda



- ☐ 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.

	July '23 – Jul '24
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



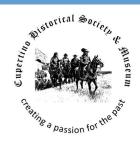




#### 1 Annual Fundraising

- 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		
Tavern Talk	Tavern Talk was held at Duke of Edinburgh on July 12th.	
Staff	Manuel Valerio was hired (July 19) to fill the role of Executive Director.	
Baer Blacksmith Demonstration	Docents help staff information table on July 29th at Baer Blacksmith Shop demonstration at McClellan Ranch Park.	
August 2023		
Baer Blacksmith Demonstration	Docents help staff information table on August 26th at Baer Blacksmith Shop demonstration at McClellan Ranch Park.	
September 2023		
Painless Parker Exhibit Opening	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.	
Cornerstone Newsletter	The Cornerstone Newsletter published.	
October 2023		
Jazz Fundraiser	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.	
November 2023		
Exhibit Transition – Painless Parker to Holiday	CHSM disassembled Painless Parker exhibit and began preparing Museum for the Christmas/Holiday Exhibition.	

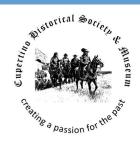
## Activities & Achievements (Contd.)



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	
Holiday Exhibit	CHSM put up festive decorations in time for the holidays. Toy train was set to run on tracks around Christmas Tree in Quinlan Lobby.
Tree Lighting & Santa Breakfast	Museum open for Quinlan Community Center Christmas Tree Lighting December 1 <sup>st</sup> , and for Breakfast with Santa December 2 <sup>nd</sup> .
Holiday Party	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.
Tavern Talk	Tavern Talk at The Hook (in Campbell) was held on January 17th.
Tax Returns	CHSM Tax Returns were completed and submitted.
Mellon Intern	Alex Sit (De Anza College Student) starts his Mellon Internship with CHSM.
February 2024	
Storage Cabinet	A Garment Storage Cabinet donated by the New Museum in Los Gatos was placed in the Cupertino Historical Museum.
State of the City	CHSM Board Members and Executive Director attended the City's State of the City program at the Quinlan Center on February 15th.
March 2024	
Collection Management	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).
Mellon Intern	Alex Sit concludes his Mellon Internship at the end of college quarter.
Tavern Talk	A Tavern Talk was held on March 16th at Vidovich Vineyards and was attended by 40 people.

## 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.

April 2024			
<b>Collection Acquisition</b>	Received into collection Fireplace Mantels that were from the original Portal Mansion in Cupertino.		
Cherry Blossom Festival	Museum was open for the Cherry Blossom Festival (April 27-28). 1,998 adults & children visited the museum during the 2-day event.		
May 2024			
Office Construction	Construction was started in early May and completed in late May of an enclosed Office space with the museum. This project was intended to provide greater efficiency in staff working conditions.		
<b>Annual Membership Meeting</b>	The Cupertino Historical Society Annual Membership Meeting was held on May 15th. A new slate of officers for 2024-25 was elected.		
	The officers for 2024-25 are: President - Mike Foulkes Immediate Past President - Neeraj Mathur	1st Vice President - Claudio Bono 2nd Vice President - Jason Foreman	Treasurer - Bruce Parsons Secretary - Valerie Abid
June 2024			
Exhibit Opening	In late June, we held the Opening of the Fremont and Cora Older Exhibit, complete with antique/vintage typewriters from the turn of the 20th Century. It's a beautiful exhibit with photos of the Olders (who lived in Monta Vista) and published San Francisco newspapers in the early 1900s. The typewriters from that era make the exhibit pop!		
Sip of History Dinner	On June 28 <sup>th</sup> , the Historical Society held the Sip of History fundraising Dinner in the Cupertino Room at the Quinlan Center. More than eighty attendees enjoyed music, food from La Pizzeria and fine Italian wines. Silent and Live Auctions helped CHSM raise funds to continue its mission to share Cupertino history with our community.		

## Projects & Programs – Estimated Funds

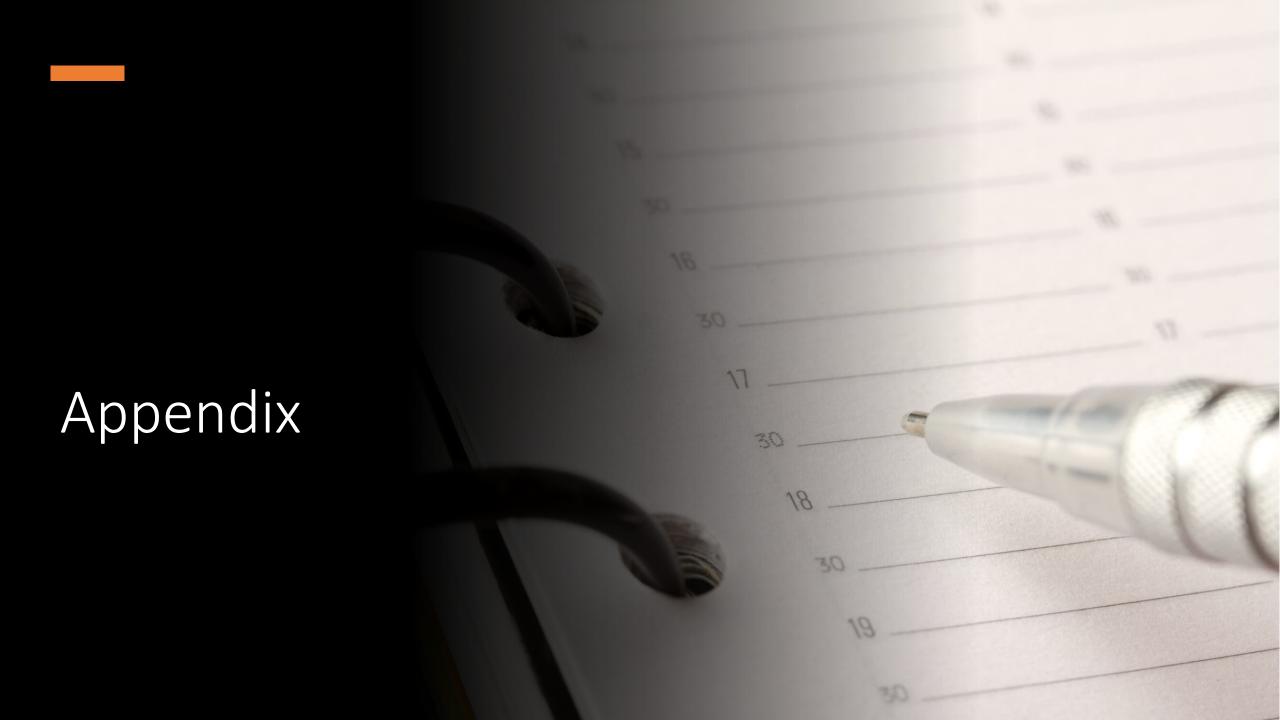


We continue with existing projects and programs, while endeavoring to introduce new ones to engage younger members of our diverse Cupertino community.

<b>Collection Management</b>		
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



## Categories



#### **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

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# 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





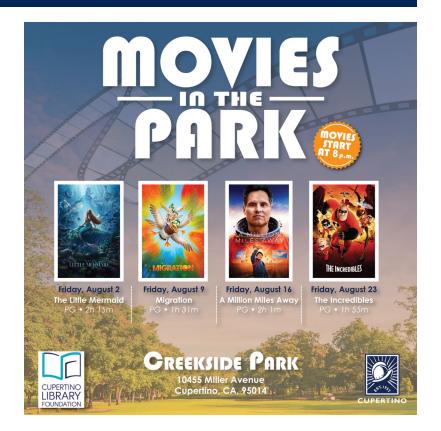
## **Project Updates**

### Jollyman All-Inclusive Playground



#### Movies in the Park

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



#### Shakespeare in the Park

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



## Summer Concert Series

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

RIJE



#### **Hidden Treasures**

- Collecting Donations August 1 to October 11
- For more information visit cupertino.gov/hiddentreasures





#### **Senior Center Open House**

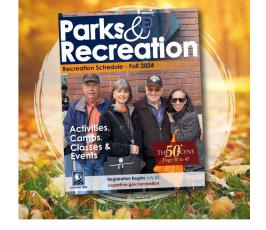
- Friday, August 23
- 10:30 a.m. to 1 p.m.
- Senior Center



#### Reminders

## Parks and Recreation Fall 2024 Recreation Guide

- Activities start September 2
- cupertino.gov/recreation



#### 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

