

Teen Commission Meeting  
September 14, 2022  
Presentations

Item 2  
Teen Commission  
Orientation

# Teen Commission Orientation

September 14, 2022



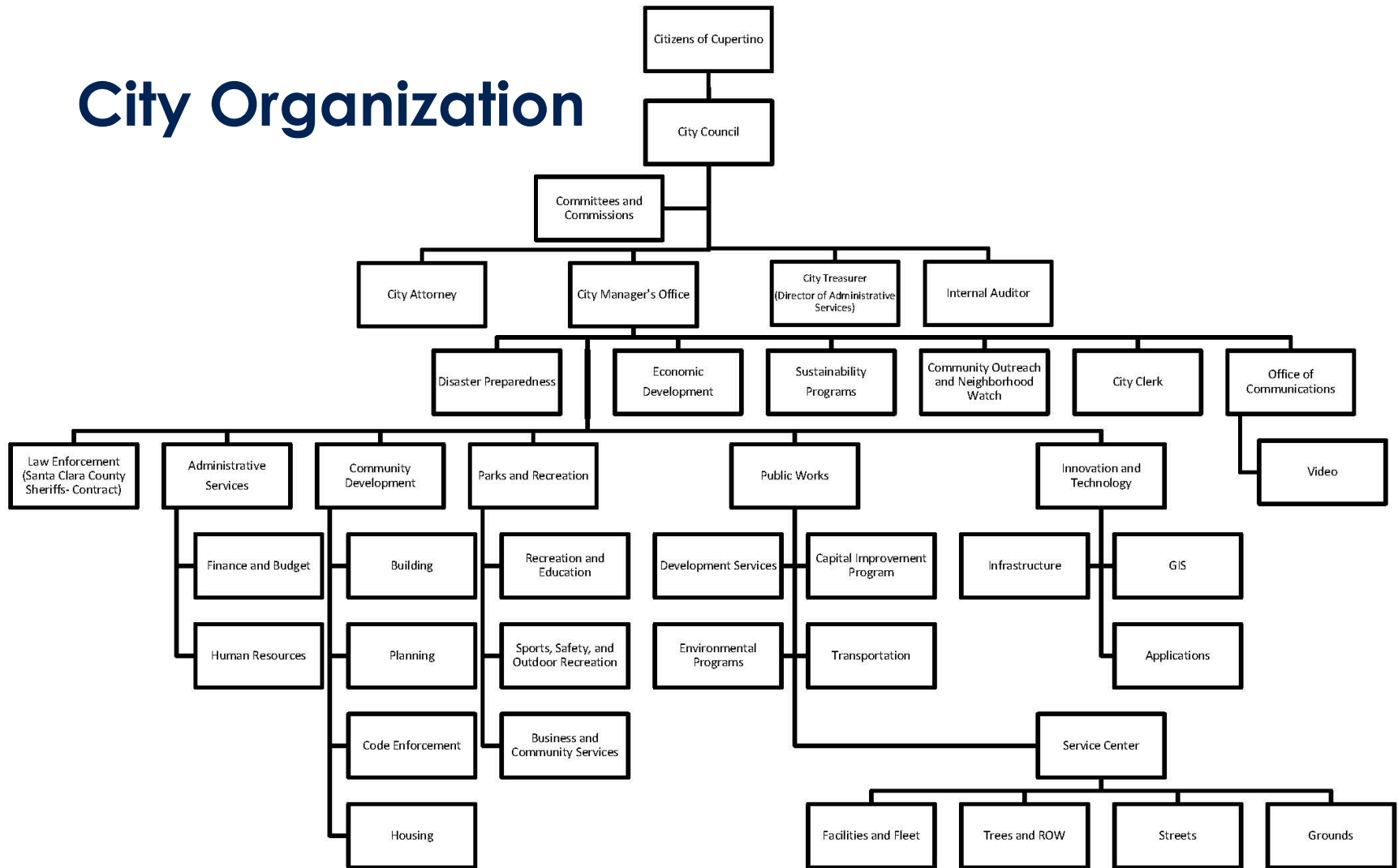
**CUPERTINO**



# Orientation Overview

- Structure of Government
- Commission Purpose
- Attendance
- Public Meetings (Brown Act)
- Parliamentary Procedure (Rosenberg's Rules)
- Ethics
- City Work Program
- City Email Policy

# City Organization





# Council-Manager Structure of Government

- City Council sets policy and vision
- City Manager implements policy and directs day-to-day citywide administrative operations and staff
- City staff has two primary roles:
  1. Develop policy alternatives/make professional recommendations
  2. Implement Council direction



# Commission Purpose, CMC Ch. 2

- A. Advise the City Council and staff on issues and projects important to youth.
- B. Perform such other tasks as may be expressly requested of it by the City Council.

# Attendance

- 25% of regular meetings missed or three consecutive meetings missed in a calendar year results in removal
- May request a waiver of this provision to Council
- Teen Commission tardiness is also tracked

# The Brown Act

**“All meetings** of the legislative body of a local agency **shall be open and public**, and all persons shall be permitted to attend any meeting . . . except as otherwise provided in this chapter.” Gov’t. Code Sec. 54953(a)

3 key requirements:

- (1) conduct business and make decisions only in open public meetings;
- (2) publish and follow meeting agendas; and
- (3) provide an opportunity for public participation before making decisions



# Brown Act – Meetings

- “ . . . any congregation of a majority of the members of a legislative body at the same time and location, . . . to **hear, discuss, deliberate, or take action** on any item that is within the subject matter jurisdiction of the legislative body.”
- Regular meetings
- Special meetings called by Chair or majority of commission

# Brown Act – Action Taken

- a collective **decision** made by a majority
- a collective **commitment or promise** by a majority to make a positive or a negative decision; or
- an **actual vote by a majority** when sitting as a body or entity, upon a motion, proposal, resolution, order or ordinance. Gov't. Code Sec. 54952.6

# Brown Act – Serial Meetings

- A majority of the members of a legislative body shall not, outside a meeting . . ., use a **series of communications** of any kind, directly or through intermediaries, **to discuss, deliberate, or take action** on any item of business that is within the subject matter jurisdiction of the legislative body. Gov't. Code Sec. 54952.2(b)(1)

# Brown Act – Serial Meetings

- Daisy Chain: A to B, B to C, C to D



- Wagon Wheel: A to B, A to C, A to D



- Includes Email, Texting, Notes
- Do not “Reply All” in emails
- Limit risk by sending communications to commission liaison and not stating position outside of meetings

# Brown Act – Exceptions

- Individual Contacts and Staff Briefings – less than quorum
- Staff may have separate conversations or communications with members, outside of a meeting, in order to answer questions or provide information
- Staff may not communicate the comments or position of any other member of the legislative body.  
Gov't. Code Sec. 54952.2(b)(2)

# Brown Act – Exceptions

- Purely Social and Ceremonial Gatherings & Seminars
- Open, Publicized Community Meetings
- Meetings of Another Agency
- **Members should not discuss City business**

# Brown Act - Agendas

- Post 72 hours before regular meeting and 24 hours before special meeting
- Scope of discussion and action is limited to agendaized matters
- Brief general description of items to be discussed – to inform interested members of public of the subject matter
- May schedule future items, hear staff/commissioner announcements, have very brief clarifying questions/responses to public

# Brown Act – Public Participation

- Public right to speak on (1) any item within the subject matter jurisdiction of the commission and (2) the specific items of business before or during the commission's consideration
- Comments may be anonymous
- May impose reasonable time limits on public comment
- Cannot prohibit public criticism of policies, procedures, programs, or services of the agency or the acts or omissions of the body itself
- Public right to review communications distributed to a majority of the commission





# Rosenberg's Rules of Order

- Simple rules for parliamentary procedure
- How to establish order at meetings
- How motions are made
- How the chair runs the meeting

# Rosenberg's Rules of Order

Agenda format handled by the Chair:

- 1) Announces the agenda item
- 2) Invites the staff report
- 3) Asks members for clarifying questions
- 4) Invites public comments
- 5) Invites a motion
- 6) Invites a second to the motion
- 7) Ensures motion is understood
- 8) Invites discussion/deliberation
- 9) Takes a vote
- 10) Announces the vote result



# City Work Program

- Established by the City Council
- Guides the work of the City
- Commissions provide suggestions related to their scope of work in Nov/Dec



# Ethics

- Cupertino Ethics Policy
- Promotes public confidence in the integrity of local government
- You are a representative of the City



# City Email Policy

- Commissioners assigned City email address
- Use your City email to conduct City business
- Follow “netiquette” guidance set forth in Technology Use Policy
- Do not use your personal email account for City business



# Questions?

Contact the City Clerk's Office:

Email: [cityclerk@cupertino.org](mailto:cityclerk@cupertino.org)

Telephone: 408-777-3223

Teen Commission Meeting  
September 14, 2022  
Presentations

Item 3  
Community Outreach  
Presentation

# Community Outreach

## Teen Commission

Wednesday, September 14



CUPERTINO



# Communication Guidelines


- Brand Guidelines
- Style Guidelines
- Social Media Policy

# Brand Guidelines


- Creates a City Identity
- One identity helps the community easily recognize public outreach from the City

**CITY OF CUPERTINO**


## City Identity System at a Glance




**City Seal**  
The Cupertino City seal should be used on all official documents, such as staff reports, memos, letterhead and press releases.




**City Logo**  
The city logo should be a consistent mark throughout all marketing and outreach communications, serving as a cornerstone for recognition and branding.



**Alternate Configuration**




**Reversed Logo**  
Use the reversed out white version of the logo on dark backgrounds.




**Clear Space**  
The logo should always be surrounded by a minimum area of clear space (1x). This space isolates the logo from any competing graphic elements like other logos or body copy.


## Typography



**Century Gothic**  
Century Gothic should be used for:  
• headlines  
• subheadings  
• shorter running text



**Palatino Linotype**  
Palatino Linotype should be used for:  
• body text (particularly longer continuing bodies of text)



**Minimum Size**  
To ensure legibility, the logo should never be smaller than 1 inch tall.

## Color Palette

The primary color palette should be the dominant color used in a design. The secondary color palette should be used at a lower ratio than Cupertino Blue. The accent color palette may be used in conjunction with the primary and secondary color palettes as needed.

	Primary	Secondary	Accent					
PANTONE	655 C	421 C 7624 C	657 C	144 C	2411 C	7403 C	424 C	
CMYK	100, 79, 12, 59	13, 8, 11, 26 0, 97, 87, 60	22, 6, 0, 0 0, 51, 100, 0	72, 2, 100, 76	1, 11, 58, 2	30, 20, 19, 58		
RGB	0, 37, 84	178, 180, 178 128, 47, 45	200, 214, 235 237, 139, 0	28, 44, 32	238, 212, 132	112, 115, 114		
HEX	#002554	#828482 #802F2D	#C8D8E8 #ED8800	#1C4220	#EED484	#707372		

# City Style Guide

- This document is to establish consistent grammar, punctuation, and spelling usage in communications, publications
- This give the City one voice

# City Style Guide

- When should you use these guidelines?

# Social Media Policy

- The City operates its social media accounts as a public service to provide information about the City
- Variety of posts
- Not one size fits all

# City of Cupertino Social Media Platforms

- Instagram
- Facebook
- Twitter
- Youtube
- Nextdoor
- Yelp



# Community Outreach



CUPERTINO

Teen Commission Meeting  
September 14, 2022  
Presentations

Item 5  
Memorial Park Specific  
Plan Presentation





**CUPERTINO**

# —revitalize— **Memorial Park**

**MEMORIAL PARK**  
SPECIFIC PLAN

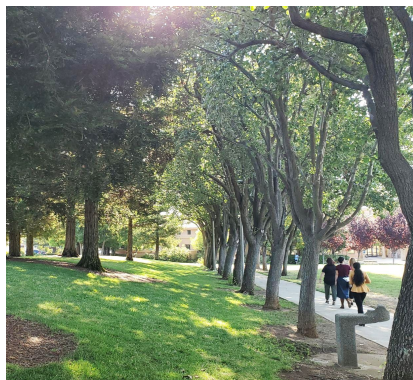
**Teen Commission**  
September 14, 2022



# ABOUT THE PROJECT

## MEMORIAL PARK

- 22 acres
- Centrally located in Cupertino
- Cupertino Senior Center, Quinlan Community Center, and Cupertino Sports Center
- Cupertino Veterans Memorial
- Hosts numerous annual events
- Open daily until 10 p.m.



# ABOUT THE PROJECT

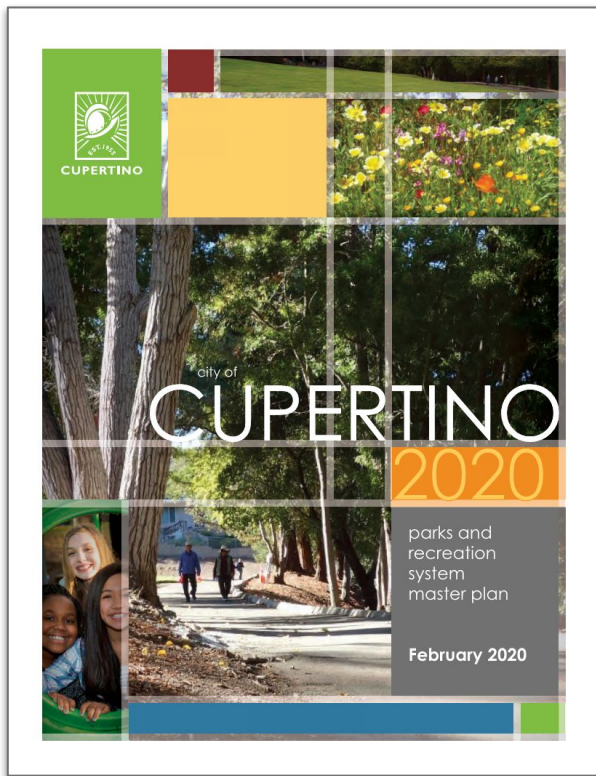
## PROJECT PURPOSE

- **Improve the facility** and determine how to best **meet the future recreation, community gathering, event, and open space needs** of Cupertino.
- Further Parks and Recreation System Master Plan's vision for **expanding civic event and community gathering spaces** and **enhancing natural site and park features**.
- Enhance Memorial Park's **unique identity**, create a **sense of place**, and grow a distinctive expression of the park to achieve a balance between the built and natural environments.



# ABOUT THE PROJECT

## PARKS AND RECREATION SYSTEM MASTER PLAN (2020)



### KEY COMMUNITY THEMES



### MASTER PLAN GOALS



MP1: CONSERVATION



MP2: CONNECTION



MP3: EQUITABLE ACCESS



MP4: ENHANCEMENT



MP5: ACTIVITY



MP6: QUALITY



MP7: SUSTAINABILITY

# ABOUT THE PROJECT

## PARKS AND RECREATION SYSTEM MASTER PLAN (2020) for Memorial Park

### COMMUNITY GOALS

-  Nature Play Areas
-  Universal/All-Inclusive Play Areas
-  Water Play
-  Improved Outdoor Event Space Citywide Events
-  Improved Outdoor Event Space Neighborhood Events
-  Pickleball Courts
-  Outdoor Recreation Diversity
-  Improved Comfort & Amenities
-  Natural Vegetation Enhancements

### FOCUS

- Community hub
- Multi-use, civic-focused event space

### SITE ENHANCEMENT OPPORTUNITIES

*Engage the public in developing a site master plan for Memorial Park as a community hub and multi-use, civic-focused event space. Include the presence of the Quinlan Community, Senior, and Sports centers in planning Memorial Park as a community space.*

## PROJECT VISION

Engage the public to **REVITALIZE MEMORIAL PARK** as a **community gathering** and **multi-use, civic-focused event space** while considering the context of the natural landscape and facilities, the needs of the community, and the potential of the existing site.

# ABOUT THE PROJECT







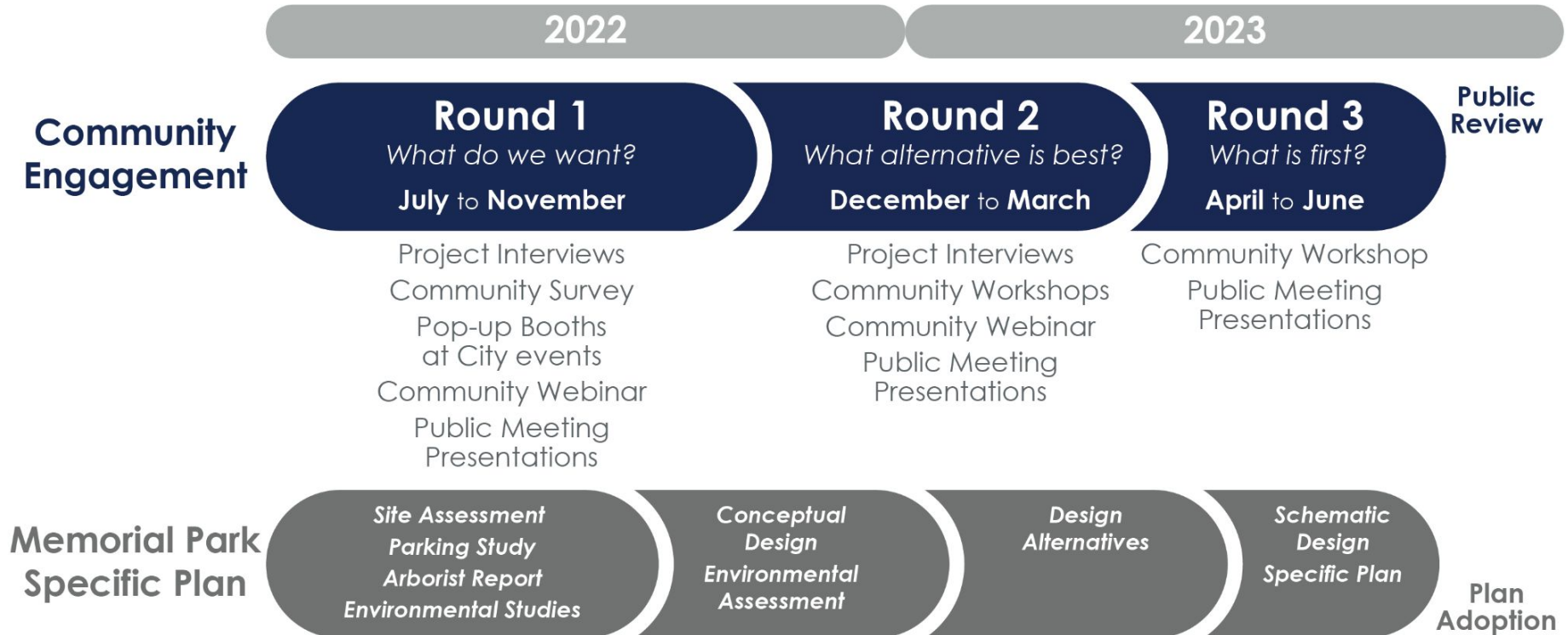
# ABOUT THE PROJECT

## GUIDING PRINCIPLES

- Restore and preserve **natural habitat**
- Maximize **shade**
- Develop walkways and bikeways that further **connectivity**
- Foster **social cohesiveness** and **diverse activities** for all ages and abilities
- Create **high quality recreation** experiences
- Provide **sustainable** facilities, programs and services

# ABOUT THE PROJECT

## PROJECT SCHEDULE





## COMMUNITY INPUT

*(September to October 2022)*

- Online Survey: **Open through 10/9**
- Public Webinar: **9/15**
- Community Events
  - **9/17** at Cupertino Library
  - **9/24** at Day 'N Night Fun Fest (Memorial Park)
  - **10/8** at Bay Area Diwali (Memorial Park)

## DEVELOPING THE PLAN

- Design Alternatives for public review
- Back to the Community for prioritization input

# NEXT STEPS

## HOW YOU CAN HELP

- **Spread the word!**
- Visit the project website  
*[engagecupertino.org/memorial-park-specific-plan](https://engagecupertino.org/memorial-park-specific-plan)*
- Take the **Online Survey**  
*September 8 through October 9*
- Participate at the **Community Events**  
*September and October 2022*