



PARKS AND RECREATION DEPARTMENT

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CITY COUNCIL STAFF REPORT

June 21, 2022

Subject

Amendments to Cupertino Municipal Code Chapter 2.80 and Sections 19.102.040, 19.148.030, 19.148.050, 19.148.060, and 19.148.090 to Adopt a Name Change for the Fine Arts Commission to the Arts and Culture Commission

Recommended Action

Conduct the first reading of Ordinance No. _____, "An Ordinance of the City Council of the City of Cupertino Amending Cupertino Municipal Code Chapter 2.80 and Sections 19.102.040, 19.148.030, 19.148.050, 19.148.060, and 19.148.090 to adopt a name change for the Fine Arts Commission to the Arts and Culture Commission."

Background

The Fiscal Year 2021-2022 City Work Program has a work program item related to the Fine Arts Commission. Consider New Commissions and Committees with the objective of Fine Arts Name Change: Change the name of the Fine Arts Commission to broaden the reach of potential interest and align with commission goals.

At the January 24 Fine Arts Commission Meeting, Art Commission names were reviewed from 13 Santa Clara County cities (Attachment A). The commission put forward two options for the name change. Arts and Culture Commission as first choice and Culture, Visual, and Performing Arts Commission as the second.

At the March 28 Fine Arts Commission Meeting, staff presented a draft survey proposal for community outreach using the names commission put forward at their January 24 meeting. The draft survey proposal was discussed and approved with commission updates.

The Fine Arts Commission Name Change Survey was open for community input April 18 through May 13. The survey received 36 responses. Staff compiled the survey responses (Attachment B) for commission feedback and final recommendation to City Council.

At the May 23 Fine Arts Commission Meeting, staff presented the survey results. The community responses were 25% for Cultural, Visual, and Performing Arts Commission,

25% for Fine Arts Commission (*No name change*), and 50% for Arts and Culture Commission. The commission voted to bring forward Arts and Cultural Commission as the final name change recommendation to City Council.

Discussion

Staff prepared a blackline version (Attachment C) and a clean version (Attachment D) of the City of Cupertino amended Cupertino Municipal Code Chapter 2.80 and Sections 19.102.040, 19.148.030, 19.148.050, 19.148.060, and 19.148.090 to adopt a name change for the Fine Arts Commission to the Arts and Culture Commission.

Sustainability Impact

None

Fiscal Impact

None

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Reviewed by: Joanne Magrini, Director of Parks and Recreation

Approved by: Dianne Thompson, Assistant City Manager

Attachments:

A – Santa Clara County Comparison

B – Outreach Survey Results for Fine Arts Name Change

C – Fine Arts Name Change Draft Ordinance – Blackline Version

D – Fine Arts Name Change Draft Ordinance – Clean Version