



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

FINE ARTS COMMISSION STAFF REPORT

July 26, 2021

Subject

Timeline and Marketing Plan for Proposed Community Art Talks

Recommended Action

Review and discuss proposed community Art Talks, including timeline and marketing plan.

Discussion

The inaugural Art Talk is proposed to take place at Blackberry Farm on Thursday, August 19 at 6 p.m. The presenter will be Sarabjit Singh, who painted the mural *Harmony* for the inaugural Art in Unexpected Places program.

The Art Talk will be publicized on the City webpage, under the Fine Arts Commission website, as well as on the City calendar. Staff will work with the City's Communication Division to publicize the program on the City webpage and the City's social media channels.

It is recommended that Art Talks happen on a quarterly basis during the months of August, November, February, and May. Proposed topics include music, dance, and digital artistry. Staff will come back at the September meeting with a detailed schedule for the remaining Art Talks.

A specific target market audience should be decided upon for each Art Talk. Some topics may be better suited for youth, teens, adults, or the entire community.

A short evaluation survey will be emailed to all participants after they have participated in the Art Talk asking them for their opinion on the quality of the presentation and if they have recommendations for future Art Talk topics. The Commission can use this information to improve the future Art Talk series.

Sustainability Impact

No sustainability impacts.

Fiscal Impact

No fiscal impact.

Prepared by: Kelsey Christian, Recreation Coordinator, Parks and Recreation

Reviewed by: Joanne Magrini, Director of Parks and Recreation

Approved for Submission by: Joanne Magrini, Director of Parks and Recreation