



**MINUTES**  
**FINE ARTS COMMISSION**  
Regular Meeting, Conf. Rm. C  
10300 Torre Avenue Cupertino  
March 27, 2017

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**ROLL CALL**

**Present:** Chokshi, Matley, Chen, Mahalingam, Sanchez

**Absent:** -

**APPROVAL OF MINUTES**

**Approval of the Draft Minutes from the January 23, 2017 meeting**

**Motions:**

Commissioner Mahalingam motioned and Commissioner Matley and seconded the motion to approve minutes from **January 23, 2017**. Motioned approved 3-0-2

**ORAL COMMUNICATIONS**

Megan Henry visited to discuss her program called “Imagineerz Learning” for visual and performing arts. She advised she would be holding camp this summer in Cupertino, for kids age 6-10. The purpose of her visit was to see if there was a way to reach out to artists and staffing. Commissioners suggested reaching out to CUSD, FALC and Teen Commission. Commissioners also discussed collaborating on outreach by providing young artists awards information to campers. Staff will send the information to Ms. Henry when available during the summer.

**WRITTEN COMMUNICATIONS**

None

**NEW BUSINESS**

*Sanchez and Chen joined the meeting at this point.*

2. Sign up for and discuss outreach updates and community events

Action: Commissioners signed up for events as follows:

Chokski

- SV Fall Festival
- Diwali

Matley

- Shakespeare in the Park
- Summer concert series

Mahalingam

- Cherry Blossom
- Harvest Festival
- Community tree lighting
- Diwali
- Cadillac car show
- Kids and Fun Festival

Sanchez

- Cadillac car show
- Earth & Arbor Day

Action items:

- ✓ Commissioners will review events at each meeting each meeting to update or adjust outreach.

3. Discuss award programs launch and timelines

Commissioners discussed:

- How to stagger display at Cupertino Library so EA/DA and YA are not back-to-back.
- EA/DA entry deadline: Friday July 21<sup>st</sup>; selection of winners July 24<sup>th</sup>; no age limits.
- YA entry deadline: November 17<sup>th</sup>; selection of winners November 27<sup>th</sup>.
- Age group for YA: elementary and middle school only, groups A and B.
- High school students can be eligible for emerging artist and not be bound by a theme. Commissioners agreed theme
- Theme: "What the world needs now"; delete the clip art so there is no suggestion to artists of what to do and to promote more creativity.
- EA/DA launches April 15<sup>th</sup> by digital and paper flyers available for commissioner pick up.

## Action items:

- ✓ Catarina Kidd to have fliers for YA/EA/DA ready by April 15<sup>th</sup> by using existing art work from last year and send illustrator file to Commissioner Chen for edits of dates and theme.
- ✓ Catarina Kidd will work with City's communications staff to push news out via social media channels and Commissioner Mahalingam will assist in a write-up to create a PDF that commissioners will post on their private networks.
- ✓ Commissioner Chen will reach out to mothers'/women's clubs, art schools, after school programs and Chinese social media group and update flyers, including deleting clip art from YA flyer.
- ✓ Commissioner Chokshi will reach out to mothers'/women's clubs, art schools, after school programs and library
- ✓ Commissioner Sanchez will reach out to high school and middle school art teachers; plus De Anza College
- ✓ Commissioner Matley will reach out at the senior center.
- ✓ Janki & Mike will be in attendance at the Art Summit, 10-noon, Los Altos, March 31<sup>st</sup>; Chair Chokshi will email commissioners on the exact location.

**COMMISSIONER REPORTS AND ANNOUNCEMENTS**

- Commissioner Matley reported that some art work has been installed at Main Street. She was advised that the lights would likely be on a timer and the lighting proposal should be circulated to staff before coming back to FAC for final review.
- Commissioner Sanchez met with Catherine Chen regarding art in unexpected places for a building in the Bollinger area. Owner did not want to donate wall and wanted to do something more commercial for the blank wall. Commissioner Sanchez will work on other potential locations for art as they arise.
- Chair Chokshi reported that the mayor was impressed with the work of FAC. She also reported on her visit to Abilities United in Palo Alto, for artists with disabilities, the view the exhibit of prior emerging artist award winner Phillip Ma.
- Catarina Kidd provided a staff report:

1. *Budget*. Next fiscal year's budget to be reviewed at City Council on June 6<sup>th</sup>.
2. *Emails*. Background information was provided advising use of Cupertino email for all city business, instead of personal emails. Follow-up information on accessing Cupertino mail server is pending and staff will check with IT.
3. *Shakespeare in the Park*. Will Crockett from SF Shakes will attend fall FAC meeting to discuss their outreach information.
4. *Special meetings*. Commissioners confirmed future travel plans, which limit availability for special meetings. It was confirmed commissioners can meet and work in subcommittees (groups of 2) to advance outreach or other action items between meetings, in lieu of special meetings/regular meetings.
5. *Quarter percent art value update*. Staff will take the lead in researching additional parameters in updating the ordinance and report back to FAC.
6. *Farmers market*. The Planning Division will participate monthly in Friday's farmers market at the City's information booth. Catarina Kidd will attend the May 5<sup>th</sup> market to represent planning, be available for questions, and also bring the Commission's award program flyers. The purpose of staff presence at the farmers market is to provide another forum for in-person, expanded public access to information.

## ADJOURNMENT

Chair Chokshi adjourned the meeting at 8:37 p.m. to the regular meeting on May 22, 2017 at City Hall, Conference Room C.

Respectfully Submitted,

\_\_\_\_\_/s/Catarina Kidd  
Staff Liaison: Catarina Kidd, Senior Planner