



# CITY OF CUPERTINO

## AGENDA

### ARTS AND CULTURE COMMISSION

This will be a teleconference meeting without a physical location.

Monday, September 26, 2022

6:30 PM

#### TELECONFERENCE / PUBLIC PARTICIPATION INFORMATION TO HELP STOP THE SPREAD OF COVID-19

In accordance with Government Code 54953(e), this will be a teleconference meeting without a physical location to help stop the spread of COVID-19.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1) E-mail comments by 5:00 p.m. on Monday, September 26, 2022 to the Commission at [artsandculture@cupertino.org](mailto:artsandculture@cupertino.org). These e-mail comments will be received by the commission members before the meeting and posted to the City's website after the meeting.

2) E-mail comments during the times for public comment during the meeting to the Commission at [artsandculture@cupertino.org](mailto:artsandculture@cupertino.org). The staff liaison will read the emails into the record, and display any attachments on the screen, for up to 3 minutes (subject to the Chair's discretion to shorten time for public comments). Members of the public that wish to share a document must email [artsandculture@cupertino.org](mailto:artsandculture@cupertino.org) prior to speaking.

#### 3) Teleconferencing Instructions

Members of the public may observe the teleconference meeting or provide oral public comments as follows:

Oral public comments will be accepted during the teleconference meeting. Comments may be made during "oral communications" for matters not on the agenda, and during the public comment period for each agenda item.

To address the Commission, click on the link below to register in advance and access the meeting:

#### Online

Please click the link below to join the webinar:

[https://cityofcupertino.zoom.us/webinar/register/WN\\_gsQEB36sQg2-IlvKrYtcNQ](https://cityofcupertino.zoom.us/webinar/register/WN_gsQEB36sQg2-IlvKrYtcNQ)

**Phone**

Dial 669-900-6833 and enter Webinar ID: 923 4070 5719

(Type \*9 to raise hand to speak)

Unregistered participants will be called on by the last four digits of their phone number.

Or an H.323/SIP room system:

H.323:

162.255.37.11 (US West)

162.255.36.11 (US East)

213.19.144.110 (Amsterdam Netherlands)

213.244.140.110 (Germany)

103.122.166.55 (Australia Sydney)

103.122.167.55 (Australia Melbourne)

69.174.57.160 (Canada Toronto)

65.39.152.160 (Canada Vancouver)

Meeting ID: 923 4070 5719

SIP: 92340705719@zoomcrc.com

After registering, you will receive a confirmation email containing information about joining the webinar.

Please read the following instructions carefully:

1. You can directly download the teleconference software or connect to the meeting in your internet browser. If you are using your browser, make sure you are using a current and up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers, including Internet Explorer.
2. You will be asked to enter an email address and a name, followed by an email with instructions on how to connect to the meeting. Your email address will not be disclosed to the public. If you wish to make an oral public comment but do not wish to provide your name, you may enter "Cupertino Resident" or similar designation.
3. When the Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak.
4. When called, please limit your remarks to the time allotted and the specific agenda topic.

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this teleconference meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48

hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

## CALL TO ORDER

## ROLL CALL

## CEREMONIAL MATTERS AND PRESENTATIONS

1. Subject: Presentation on Arts and Culture Commission Budget  
Recommended Action: Receive a presentation on the Arts and Culture Commission Budget.

## APPROVAL OF MINUTES

2. Subject: July 25, 2022 Arts and Culture Commission Meeting Minutes  
Recommended Action: Review and approve the July 25, 2022 Arts and Culture Commission meeting minutes.  
[A - Draft Minutes](#)

## POSTPONEMENTS

3. Subject: Update on and Discuss Return of Art Talks  
Recommended Action: Receive an update and discuss return of Art Talks in a virtual or in-person format.

## ORAL COMMUNICATIONS

*This portion of the meeting is reserved for persons wishing to address the Commission on any matter within the jurisdiction of the Commission and not on the agenda. Speakers are limited to three (3) minutes. In most cases, State law will prohibit the Commission from making any decisions with respect to a matter not on the agenda.*

## WRITTEN COMMUNICATIONS

## OLD BUSINESS

4. Subject: Distinguished, Emerging, and Young Artist Award Programs  
Recommended Action: Receive an update on the current submittals, marketing, and outreach efforts for the Distinguished, Emerging, and Young Artist Award programs.  
[Staff Report](#)  
[A - 2022 Artist Award Program Flyers](#)

**NEW BUSINESS**

5. Subject: Update on the Fiscal Year 2022-2023 City Work Program Items  
Recommended Action: Receive the update on the Fiscal Year 2022-2023 City Work Program items.  
[Staff Report](#)  
[A - Final FY 2022-2023 City Work Program](#)

**STAFF AND COMMISSION REPORTS**

6. Subject: Monthly Update Reports  
Recommended Action: Receive monthly update reports from staff and commissioners.

**COMMISSIONER ATTENDANCE AT UPCOMING MEETINGS AND EVENTS****FUTURE AGENDA SETTING****ADJOURNMENT**

*In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48 hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.*

*Any writings or documents provided to a majority of the members after publication of the agenda will be made available for public inspection. Please contact the City Clerk's Office in City Hall located at 10300 Torre Avenue, Cupertino, California 95014, during normal business hours.*

*IMPORTANT NOTICE: Please be advised that pursuant to Cupertino Municipal Code section 2.08.100 written communications sent to the Cupertino City Council, Commissioners or City staff concerning a matter on the agenda are included as supplemental material to the agendized item. These written communications are accessible to the public through the City's website and kept in packet archives. Do not include any personal or private information in written communications to the City that you do not wish to make public, as written communications are considered public records and will be made publicly available on the City website.*

*Members of the public are entitled to address the members concerning any item that is described in the notice or agenda for this meeting, before or during consideration of that item. If you wish to address the members on any other item not on the agenda, you may do so during the public comment.*



# CITY OF CUPERTINO

## Agenda Item

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**22-11263**

**Agenda Date: 9/26/2022**  
**Agenda #: 1.**

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Subject: Presentation on Arts and Culture Commission Budget

Receive a presentation on the Arts and Culture Commission Budget.



# CITY OF CUPERTINO

## Agenda Item

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**22-11514**

**Agenda Date: 9/26/2022**  
**Agenda #: 2.**

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Subject: July 25, 2022 Arts and Culture Commission Meeting Minutes

Review and approve the July 25, 2022 Arts and Culture Commission meeting minutes.



**DRAFT MINUTES  
FINE ARTS COMMISSION**

Monday, July 25, 2022  
6:30 p.m.

**FINE ARTS COMMISSION REGULAR MEETING**

**CALL TO ORDER**

At 6:35 p.m., Vice Chair Chokshi called the meeting to order via virtual teleconference.

**ROLL CALL**

Commissioners Present: Sudha Kasamsetty, Janki Chokshi, Esha Rao, Madhusudan  
"Satish" Tare, Carol Maa

Commissioners Absent: None

Staff Present: Rachelle Sander, Jessica Javier

**CEREMONIAL MATTERS AND PRESENTATIONS**

None

**APPROVAL OF MINUTES**

1. Subject: Meeting Minutes for the March 28, 2022 Fine Arts Commission Meeting

Recommended Action: Review and approve the minutes for the March 28, 2022 Fine Arts Commission meeting.

Vice Chair Chokshi motioned to approve the minutes as submitted. Chair Kasamsetty seconded. Motion passed with 3 yes and 2 abstain.

2. Subject: Meeting Minutes for the May 23, 2022 Fine Arts Commission Meeting

Recommended Action: Review and approve the minutes for the May 23, 2022 Fine Arts Commission meeting.

Vice Chair Chokshi motioned to approve the minutes as submitted. Commissioner Rao seconded. Motion passed unanimously.

**POSTPONEMENTS**

None

**ORAL COMMUNICATIONS**

None

**WRITTEN COMMUNICATIONS**

None

**OLD BUSINESS**

3. Subject: Update on the City Work Program Fiscal Year 2021-2022 item for the Fine Arts Commission

Recommended Action: Receive an update on the City Work Program Fiscal Year 2021-2022 item for the Fine Arts Commission.

Rachelle Sander, Acting Director, provided an update on the City Work Program item. Informed the Commission that City Council conducted the first and second reading of the Fine Arts Name Change Ordinance. Staff will work on updating all documents and locations with the Arts and Culture Commission name.

## **NEW BUSINESS**

4. Subject: Marketing Plan for the 2022 Artist Award Programs and Theme for the 2022 Young Artist Award Program

Recommended Action: Discuss the marketing plan for the 2022 Artist Award Programs and finalize the theme for the 2022 Young Artist Award program.

Acting Director Sander introduced the item and asked the Commission to discuss the marketing dates for the 2022 Artist Award Programs and the theme for the 2022 Young Artist Award program.

Chair Kasamsetty motioned for the theme “Your Vision for the Future of Cupertino” for the 2022 Young Artist Award program. Commissioner Rao seconded. Motion passed unanimously.

Staff will work on updating the flyer with the new theme and dates for 2022.

5. Subject: Discuss Fine Arts Commissioners Attendance at Upcoming Festivals and Events

Recommended Action: Discuss and assign commissioners to upcoming festivals and events.

Acting Director Sander presented on the upcoming festivals and events for the remainder of 2022. Vice Chair Chokshi requested the Volunteer Fair be added to the next agenda when the date is finalized.

Vice Chair Chokshi and Chair Kasamsetty will attend the Fall Festival. Commissioner Tare and Commissioner Rao will attend Diwali. Commissioner Maa will check the schedule and try to attend one of the Movies in the Park.

6. Subject: Update on and Discuss Return of Art Talks

Recommended Action: Receive an update and discuss return of Art Talks in a virtual or in-person format.

Item postponed to the September meeting.

## **STAFF AND COMMISSION REPORTS**

7. Subject: Monthly Update Reports

Recommended Action: Receive monthly update report from staff and commissioners.



Commissioner Rao reported on the June Mayor's Meeting. Informed the Commission that with the Library expansion there is additional space availability for potential use.

Commissioner Tare reported on the July Mayor's Meeting.

Acting Director, Rachelle Sander, provided the Director's update on the following:

- Council approved extending the resolution authorizing continued remote teleconference meetings of the legislative bodies for the period July 19, 2022 through August 18, 2022.
- Former Director of Parks and Recreation, Joanne Magrini's last day was Friday, July 8. Rachelle Sander is currently the Acting Director.
- City Manager, Jim Throop, has resigned. Dianne Thompson is currently the Acting City Manager. City Council has appointed Pamela Wu as the next City Manager and her first day will August 29.
- Staff will be asking for Commissioners to reply confirming receipt of emails sent to the Commission due to email issues.

#### **COMMISSIONER ATTENDANCE AT UPCOMING MEETINGS AND EVENTS**

Commissioners to attend the upcoming Mayor's meetings as follows:

August 10 – Vice Chair Chokshi

September 14 – Chair Kasamsetty

October 12 – Commissioner Rao

November 9 – Commissioner Maa

#### **FUTURE AGENDA SETTING**

None

#### **ADJOURNMENT**

Vice Chair Chokshi adjourned the meeting at 7:09 p.m. to the September 26, 2022 meeting at 6:30 p.m.

Respectfully Submitted By,

Jessica Javier, Administrative Assistant

Parks and Recreation Department

*Minutes approved at the \_\_\_\_\_ regular meeting*



# CITY OF CUPERTINO

## Agenda Item

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**22-11515**

**Agenda Date: 9/26/2022**  
**Agenda #: 3.**

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Subject: Update on and Discuss Return of Art Talks

Receive an update and discuss return of Art Talks in a virtual or in-person format.



# CITY OF CUPERTINO

## Agenda Item

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**22-11516**

**Agenda Date: 9/26/2022**  
**Agenda #: 4.**

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Subject: Distinguished, Emerging, and Young Artist Award Programs

Receive an update on the current submittals, marketing, and outreach efforts for the Distinguished, Emerging, and Young Artist Award programs.



## 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

### ARTS AND CULTURE COMMISSION STAFF REPORT

Meeting: September 26, 2022

#### Subject

Distinguished, Emerging, and Young Artist Award Programs

#### Recommended Action

Receive an update on the current submittals, marketing, and outreach efforts for the Distinguished, Emerging, and Young Artist Award programs.

#### Discussion

The Distinguished, Emerging, and Young Artist Award programs started accepting applications on August 11. All submittals will be due by Wednesday, November 16 at 5 p.m.

As of Wednesday, September 21, there has been no submittals for the Distinguished, Emerging, or Young Artist award programs.

The three award programs have been updated on the City website, under the Arts and Culture Commission webpage. Promotional flyers have been updated (Attachment A), a banner for the City website has been posted, and two eNotifications have been sent out to the Arts and Culture Commission and Parks and Recreation mailing lists.

#### Sustainability Impact

No sustainability impact.

#### Fiscal Impact

No fiscal impact.

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Prepared by: Jessica Javier, Administrative Assistant

Reviewed and Approved by: Rachelle Sander, Acting Director of Parks and Recreation

Attachments:

A – 2022 Artist Award Program Flyers

# Are You an Artist, Musician, Writer, Actor, Photographer, or Dancer?

Every year the City of Cupertino and the Cupertino Arts and Culture Commission chooses a Distinguished Artist and an Emerging Artist who lives, works, or attends school in the City. You are invited to submit your portfolio.

If selected, you will receive public recognition and a cash award.

## It's easy to apply.

Application forms and a detailed description of the contests are available at [cupertino.org/artawards](http://cupertino.org/artawards).

**Submit your entry by 5 p.m. on  
Wednesday, November 16.**

**Questions?** Email to  
[artsandculture@cupertino.org](mailto:artsandculture@cupertino.org)



CUPERTINO

# ARE YOU A YOUNG ARTIST?

The City of Cupertino's Arts and Culture Commission is looking for outstanding young Cupertino artists to submit their artwork for the Young Artist Awards.

Winners receive public recognition and a cash award.

## It's easy to apply!

Get the award rules and an application at [cupertino.org/artawards](http://cupertino.org/artawards) and submit your entry digitally by Wednesday, November 16 at 5 p.m.

There will be one award for each of two categories:

**Group A:** 6-10 years old

**Group B:** 11-14 years old

Your artwork will be judged on how effectively and creatively you've communicated this year's theme of:

**"Your Vision for  
the Future of  
Cupertino"**

**Questions?** Email to [artsandculture@cupertino.org](mailto:artsandculture@cupertino.org)



CUPERTINO



# CITY OF CUPERTINO

## Agenda Item

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**22-11517**

**Agenda Date: 9/26/2022**  
**Agenda #: 5.**

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Subject: Update on the Fiscal Year 2022-2023 City Work Program Items

Receive the update on the Fiscal Year 2022-2023 City Work Program items.



## 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

### ARTS AND CULTURE COMMISSION STAFF REPORT

Meeting: September 26, 2022

#### Subject

Update on the Fiscal Year 2022-2023 City Work Program Items

#### Recommended Action

Receive the update on the Fiscal Year 2022-2023 City Work Program items.

#### Discussion

This report intends to provide an update on the Arts and Culture Commission Fiscal Year 2022-23 (FY 22-23) City Work Program items approved by City Council during the regular meeting on May 17.

#### ***FY 22-23 Projects***

The items will be brought to the Commission when the City Manager's Office and Library Commission have updates. The descriptions of the projects that were approved for FY 22-23 are listed below:

##### *Cupertino Store Implementation*

Implement the Cupertino Store plan. This would include identifying a location if one is not identified in fiscal year 2021-2022. With some help from the Fine Arts Commission for some of the items with art designed by community members, items would be designed and selected for the store, for sale to the public, and also available for exchange purposes for formal delegations to and from the City, with an at-cost charge structure for the latter purposes. For the 2022-2023 FY, the Cupertino store will be online only. Staff will present a plan to the Council on item selection and art design selection.

##### *Artwork at the Library/Exhibits/Poetry and Art Day*

Collaborate with groups such as the Fine Arts Commission and Cupertino Poet Laureate to display artwork, including exhibits, at the Library. Exhibits could potentially be around the library and in the new programming space. Examples could be potential galleries, a poetry/art show, cultural documents and artifacts, or other fascinating exhibits.

#### Sustainability Impact



No sustainability impact.

Fiscal Impact

No fiscal impact.

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Prepared by: Jessica Javier, Administrative Assistant

Reviewed and Approved by: Rachelle Sander, Acting Director of Parks and Recreation

Attachments:

A – Final FY 2022-2023 City Work Program

## FY 2022-2023 City Work Program

Priority #	Project/Task	Project Objective	Project Size	Start Date	Finish Date	Estimated Budget (not including staff time)	Allocated Budget	Budget Expended/ Encumbered	Commission	Department	Goal Category
14	<b>Cupertino Store Implementation</b>	Implement the Cupertino Store plan. This would include identifying a location if one is not identified in fiscal year 2021-2022. With some help from the Fine Arts Commission for some of the items with art designed by community members, items would be designed and selected for the store, for sale to the public, and also available for exchange purposes for formal delegations to and from the City, with an at-cost charge structure for the latter purposes. For the 2022-2023 FY, the Cupertino store will be online only. Staff will present a plan to the Council on item selection and art design selection.	Large	7/1/2022	6/30/2023	150,000 (Cost is estimated at approximately \$120,000 for design, operation, maintenance of the online Cupertino Store. This could vary depending on whether the website is operated and maintained in-house, or via a third-party vendor. Merchandize cost is estimated at an additional \$30,000.)	5,000	0	Fine Arts Commission	City Manager's Office	Public Engagement and Transparency
27	<b>Artwork at the Library/Exhibits /Poetry and Art Day</b>	Collaborate with groups such as the Fine Arts Commission and Cupertino Poet Laureate to display artwork, including exhibits, at the Library. Exhibits could potentially be around the library and in the new programming space. Examples could be potential galleries, a poetry/art show, cultural documents and artifacts, or other fascinating exhibits.	Small	7/1/2022	6/1/2023	10,000	0	0	Library Commission	Parks and Recreation	Quality of Life



# CITY OF CUPERTINO

## Agenda Item

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**22-11518**

**Agenda Date: 9/26/2022**  
**Agenda #: 6.**

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Subject: Monthly Update Reports

Receive monthly update reports from staff and commissioners.