



**City of  
Santa Clara**  
The Center of What's Possible

**MINUTES CULTURAL COMMISSION**  
**SANTA CLARA CITY HALL**  
**STAFF CONFERENCE ROOM**  
1500 Warburton Avenue  
Santa Clara, CA 95050  
Monday, August 1, 2016 - 7:00 p.m.

**1) Call to Order and Roll Call**

Called to order at 7:05 p.m.

Present: Loretta Beavers, Harbir Bhatia, Eversley Forte, Kathleen Ryan, Jordan Zweigorgan, Usha Srinivasan

Absent: Fatima Fagundes

City Liaison: Elizabeth Elliott

Visitors: None

**2) Public Presentations**

None

**3) Approval of Minutes of June 6, 2016**

Motion to approve minutes was unanimously approved.

**4) Correspondence & Announcements**

- a. It was announced that Yvonne Galletta would be retiring and that Elizabeth Elliott would be interim City Liaison

**5) New Business**

- a. Approval of Funding Provided End of FY 2015-2016
  - Report by Santa Clara Chorale (Funding dispersed in the amount of \$2250) Around 600 attended and over 625 tickets were sold. City of Santa Clara was acknowledged in the programs.
  - Report by Santa Clara Players (Funding Dispersed in the Amount of \$1462.50) Approximately 6 events were held and around 240 persons attended, 66% of capacity.
- b. Santa Clara Players Request for Funding- The Foursome
- c. 2017 Convention & Conference Schedule
  - Sister Cities International Conference/Virginia Beach, VA: Tentative Dates July 13-15, 2017 or July 20-22, 2017.
  - American for the Arts Convention/San Francisco, CA: June 16-18, 2017.
- d. Global Village: Tour De Globe festival
  - Need Subcommittee: Harbir Bhatia (chair), Jordan Zweigorgan (committee member), Eversley Forte (committee member).
  - Ideally a program in conjunction with Santa Clara University.
  - Eversley Forte to setup connect with Butch Coyne at SCU.
  - Share information with Sister Cities, Nor Cal Sister Cities, and other local organizations.
- e. Review of Cultural Commission Process for Planning of Events

- Elizabeth Elliott to help commission be trained on Event Planning process with the City, so group is more knowledgeable and able to participate more effectively.
- f. Comments about Event Promotions- City of Santa Clara to cross promote events funded and supported by Cultural Commission, i.e. Players, Chorale, etc. So our residents get the benefit of the events and opportunities.

### **6) Unfinished Business**

- a. Report from Ray Furuta of Silicon Valley Music Festival 5th Anniversary held on June 22-25, 2016
  - Average of 94 people ended each event. Total 125, actual 107. Many local publications listed event, San Jose Mercury News, San Francisco Classical Voice, and other local radio sites and online sites.
  - Pay about \$700 for use of space, which is discounted.
  - Commission needs to explore how to reduce cost of space when providing significant funding to the Triton in the first place.
- b. Street Dance 2016
  - Commissioner Assignments: Eversley Forte, Harbir Bhatia, Loretta Beavers, and Kathleen Ryan will be present. Arrangements have been made. Additional booths have been added with food and drinks, face painting, Star Wars Costume performers, etc.
- c. Utility Box Art Program- Update
  - Artists to be recognized at the council meeting
- d. 2016-2017 Calendar of Events for the Cultural Commission
  - Subcommittee-Updates
    - Subcommittees reviewed, and updated.
    - Jordan Zweigorgan joined Harbir Bhatia and Loretta Beavers on Marketing Committee

### **7) Board Meeting Liaison Commission Report**

- a. Triton Museum of Art Board Meeting
- b. Sister Cities Association Meeting Update
  - Harbir Bhatia and Loretta Beavers attended meeting. Upcoming 30th Anniversary of Izumo relationship. Presented the Tour De Globe idea, and it was well received

**8) Commissioner Reports**

- a. Harbir Bhatia and Eversley Forte: Feedback from our residents that they want more events, better quality and diversity, and better marketing and promotions.
- b. Marketing Subcommittee: Member of each subcommittee needs to follow up on marketing efforts to ensure on calendar, promoted, etc.
  - Need to have more signage around the city.
  - Do we have any or should we build vertical banners for the Street dance? Harbir Bhatia to get quotes and send to Elizabeth Elliott to confirm if should be done or not.
  - Elizabeth Elliott to set up meeting for Marketing Committee and City Marketing to collaborate and get support, and also provide input to the City Marketing team. For example with social media and webpage
  - E-notify requires updating of cultural events and communication. Everyone doesn't use e-notify. Need to be able to use email addresses from events
  - Elizabeth Elliott: Share Logo/Marketing Bible of City with Marketing Subcommittee
- c. Volunteers for Subcommittees
  - Explore how volunteers register and can participate in commission.
  - Important to include volunteers to help us engage, and also helps scale our abilities, build for future commissioners.
- d. Friday Night Live Events: Chair Usha Srinivasan
  - Hula, Hip Hop, Still looking for 2017 Groups. Probably chamber in March
- e. Need Google Docs space to store previous agendas, minutes, budgets, previous decisions, and relevant information to allow Commissioners to collaborate, evaluate and track plans and efforts.
  - Elizabeth Elliott to follow up

**9) Adjournment at 9:33 p.m.**

Submitted by:  
/s/

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Harbir K. Bhatia  
Cultural Commissioner



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Elizabeth Elliott  
Staff Liaison