



MINUTES*
SUNNYVALE ARTS COMMISSION
NOVEMBER 16, 2011

The Sunnyvale Arts Commission met in regular session in City Hall Council Chambers at 456 W. Olive Avenue, Sunnyvale, CA 94086 at 7:05 p.m. with Acting Chair Seto presiding.

CALL TO ORDER

Acting Chair Seto called the meeting to order at 7:05 p.m.

SALUTE TO THE FLAG

Acting Chair Seto led the salute to the flag.

ROLL CALL

Commissioners Present: Acting Chair Tracy Seto
Commissioner Vinita Karun
Commissioner Shawnte Santos

Commissioners Absent: Chair Noelle Hughes (excused)

Staff Present: Superintendent of Community Services Nancy Bolgard Steward
Community Services Manager Diane Moglen
Admin Aide Karen Smith

Ms. Cheryl Anton and Ms. Kita Greenberg, Bay Area Communication Access (BACA), provided interpretive services for Acting Chair Seto.

Commissioner Hughes notified Superintendent Steward in advance of the meeting that she would be absent due to a prior commitment.

MOTION: Commissioner Santos moved and Commissioner Karun seconded to excuse Commissioner Hughes' absence.

VOTE: 3-0 motion passed.

PUBLIC ANNOUNCEMENTS – None

PUBLIC COMMENTS – None

CONSENT CALENDAR

1.A. MOTION Approval of Draft Minutes of September 21, 2011, Arts Commission Meeting

MOTION: Vice Chair Seto moved and Commissioner Karun seconded to approve Item 1.A. of the Consent Calendar as presented.

VOTE: 3-0 motion passed. Commissioner Hughes was absent.

PUBLIC HEARINGS/GENERAL BUSINESS

2. Ranking of Study Issues for 2012

Superintendent Steward presented an overview of the study issue ranking process and explained the three steps—drop, defer and rank any remaining study issues. She stated that Council determines what the study issue priorities are and the study ascertains the cost and details. She provided a summary of the following study issues:

- LCS 09-01 Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale (formerly DCS 09-01).
- LCS 12-01 Consideration of a Veteran’s Memorial Honoring Sunnyvale Veterans Who Gave Their Lives in Service to the Country in Afghanistan, Iraq and Vietnam Wars.
- DPW 09-07 Sunnyvale Cyclovia

Commissioners asked questions regarding ticket sales and use of Sunnyvale Theatre located at the Community Center and need of a second theater. Superintendent Steward referenced a Report to Council that the Commissioners might wish to read regarding current use policies and scheduling practices at Sunnyvale Theatre.

Commissioners’ questions were answered regarding the veteran’s memorial, location of Plaza del Sol, breakdown of Cyclovia costs, and use of volunteers for the Cyclovia event to reduce costs.

The Public Hearing was opened. There were no speakers. The Public Hearing was closed.

Acting Chair Seto opened the floor for motions to drop study issues.

MOTION: Commissioner Karun moved to recommend that Council drop LCS 09-01 Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale (formerly DCS 09-01).

The motion failed for lack of a second.

Acting Chair Seto opened the floor for motions to defer study issues.

MOTION: Commissioner Santos moved and Acting Chair Seto seconded to recommend that Council defer LCS 09-01 Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale (formerly DCS 09-01).

Commissioner Santos said that having a theater in the heart of downtown would allow for more patrons and greater visibility. When downtown development starts up again, having a downtown theater would be a positive asset.

VOTE: 3-0 motion passed. Commissioner Hughes was absent.

Superintendent Steward stated that if a study issue is not dropped or deferred, then it is ranked and goes forward to Council. She also clarified the ranking process.

MOTION: Commissioner Karun moved and Commissioner Santos seconded to recommend that Council drop LCS 12-01 Consideration of a Veteran's Memorial Honoring Sunnyvale Veterans Who Gave Their Lives in Service to the Country in Afghanistan, Iraq and Vietnam Wars.

VOTE: 3-0 motion passed. Commissioner Hughes was absent.

The Commissioners did not take action to drop or defer any other study issues.

**The one remaining study issue will go forward to Council as the Commission's No. 1 priority—
DPW 9-07 Sunnyvale Cyclovia**

3. Code of Ethics and Conduct for Elected and Appointed Officials

Superintendent Steward stated this was an opportunity for the Commissioners to review the Code of Ethics and Conduct, ask questions, and recommend changes in policy for Council to consider at a later date.

The Public Hearing was opened. There were no speakers. The Public Hearing was closed.

There was no discussion and no action was taken.

4. Ways to Promote Sunnyvale Arts Programs

Superintendent Steward said the Commission expressed an interest at the September 2011 meeting in promoting Sunnyvale arts programs and services and serving as advocates for the arts in the community. This subject came up a few years ago and information was developed at that time which may serve as a basis for the Commission's discussion. She reminded the Commission that their role is to act in advisory capacity to Council in overseeing policy.

Diane Moglen, Community Services Manager, was available to answer Commissioners' questions.

Commissioner Karun asked about Sunnyvale Theatre's availability for use by the public and the availability of theater space if the Commission organized an arts event. Acting Chair Seto said anyone in Sunnyvale has the opportunity to reserve the Theatre as an individual. Superintendent Steward said City facilities are accessible to the public and available for rental; policies and fees are posted online.

Commissioner Karun said she is exploring the idea of organizing a community arts event. Superintendent Steward said if the Commission is interested in proposing a City-sponsored special event, it could be done through the study issue process for 2013. The Commission may not propose new study issues for 2012 at this time. However, Commissioner Karun can go before Council as an individual to propose her idea. The Commissioner may also organize a special event as a private citizen.

Commissioner Karun would like to encourage public participation at Commission meetings. Superintendent Steward said one strategy could be holding Commission meetings in different locations as long as it was publicly noticed.

Commissioner Santos suggested using social media (Facebook and Twitter) to promote arts programs, services and theatre productions. She also suggested an Arts webpage separate from

Sunnyvale Recreation—perhaps using *Sunnyvale Arts*. She was not aware that arts programs fall under the Recreation umbrella and feels having separate Arts and Recreation websites would make the arts more visible.

Superintendent Steward said the Commission is welcome to make recommendations to staff regarding operational items. Staff welcomes feedback and will take it under advisement. She said the Community Services Division uses Facebook, Google and Twitter to promote arts, recreation and community services programs.

The Public Hearing was opened. There were no speakers. The Public Hearing was closed.

There was no further discussion and no action was taken.

NON-AGENDA ITEMS AND COMMENTS

COMMISSION MEMBERS ORAL COMMENTS

Acting Chair Seto distributed flyers and shared information about *Stage Hands of the Bay Area*. The organization provides interpretive services for the hearing impaired. Superintendent Steward said it was a great resource, and staff would share it with the resident Theatre companies.

Acting Chair Seto thanked staff for sharing their guidelines on requesting sign language interpreters at Sunnyvale Community Theatre and California Theatre Center.

STAFF ORAL COMMENTS

Superintendent Steward stated the Council Subcommittee on Board and Commission Bylaws Amendments will meet on Monday, November 28, 2011, in the Garden Conference Room. Further information is available online.

Superintendent Steward said the Department of Library and Community Services Organizational Chart was provided as a reference tool so the Commissioners would have an understanding of where Arts falls in the larger City organization.

INFORMATION ONLY ITEMS

- Information Regarding Sign Language Interpreters at Sunnyvale Theatre
- Department of Library and Community Services Organizational Chart

ADJOURNMENT

Acting Chair Seto adjourned the meeting at 8 p.m.

Respectfully submitted:

Reviewed by:

Karen Smith
Recording Secretary
Community Services Division
Library and Community Services Department

Nancy Bolgard Steward
Superintendent of Community Services
Community Services Division
Library and Community Services Department