



CIVIC IMPROVEMENT COMMISSION
70 North First Street - Campbell, California 95008
Thursday, May 12, 2016 - 5:45 p.m. (Special Time)
Council Chamber

RECEPTION

1. Reception for Awardees of 2016 Fifth Grade Poster Contest

* * * * *

6:00 PM (Special Meeting Time)

Regular Meeting Agenda

CALL TO ORDER, ROLL CALL

APPROVAL OF MINUTES

- 1 Special Meeting – April 14, 2016*

PRESENTATIONS

1. 2016 Fifth Grade Poster Contest Award Ceremony

COMMUNICATIONS

ORAL REQUESTS

REPORTS FROM REPRESENTATIVES

1. Nancy Howe, County Librarian *
2. Jane Cronkhite, Community Librarian *

REPORTS FROM STAFF

1. Tina Wong-Erling, Senior Services Supervisor
 - a) Adult Center Update*
2. Al Bito, Staff Liaison
 - a) City Update
3. Michael Thomas, Graduate Intern
 - a) Art Box Fiscal Update

NEW BUSINESS

1. Cancellation of Summer Meeting*

OLD BUSINESS

1. Poster Contest Next Steps*
2. FY 17 Major Work Plan*
3. Pilot Beautification Grant Program*
4. Draft Public Art Policy
 - a) Parks and Recreation Commission Feedback, May 4, 2016*

COMMISSIONER AND SUBCOMMITTEE REPORTS

- 1. Art Box
 - a) Painting and prepping schedule*

ADJOURN

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*In compliance with the Americans with Disabilities Act (ADA), assistive listening devices are available upon request for public meetings held in the City Council Chamber. If you require accommodation to participate, please contact Al Bito in the City Manager's office at 408-866-2128 or by e-mail alb@cityofcampbell.com. * Indicates written attachment and is available upon request by contacting Diana Johnson at 408-866-2125 or by e-mail dianaj@cityofcampbell.com .*



CIVIC IMPROVEMENT COMMISSION
70 North First Street - Campbell, California 95008

Thursday, April 14, 2016 - 6:30 p.m.

Council Chamber

Special Meeting Minutes

Call to Order: 6:36 PM

Roll Call: Chairperson Hoffman, Commissioners Teeter, Mitchell, and Zisser

Absent: Commissioners Zheng (Excused) and Castleton (Excused)

New Business: There was no new business

Old Business:

The Commissioners reviewed and judged the 37 entries submitted for the Civic Improvement Commission's 2016 poster contest. The Commissioners selected their top 10 choices, which included the first place winner, three runners-up and six honorable mention selections. Winners will be announced at the CIC's regular meeting of May 12, 2016, during an awards ceremony recognizing this year's winners.

The Commissioners finalized remaining tasks and arrangements in preparation of the reception and award ceremony honoring this year's poster contest winners.

Public Comment: There was no public comment.

The meeting was adjourned at 7:31 PM

Diana Johnson, Recording Secretary

Al Bito, Staff Representative

May 2016
Commission Report
Nancy Howe, County Librarian

JPA Meeting Summary

The Joint Powers Authority Library Board (JPA) met on April 28th. Actions included the acceptance of the 2016 Financial Audit Report and acceptance of the FY 2016-2017 Preliminary Budget of \$47,013,994. This includes a transfer of \$5,353,678 from the Capital and Technology Reserves and a budget rollover of \$715,000. Benefited FTE will increase from 211.3 to 218.3. The estimated status of the Fund Balance for Economic Uncertainty Designation following the adoption of the FY 2016-17 Budget will be \$11,576,000. The JPA has a goal of eventually holding \$13,000,000 in this fund to allow the library to maintain services during the next economic downturn.

Digital *New York Times* – a new resource free with your SCCLD library card

The digital version of *New York Times* is now available free online to all SCCLD cardholders. Set up an account with your email address and access it daily. Read it at the library or at home; either way is easy. When using the **in-library** link, log in with your email address and password and read it anytime during library open hours with no time limit. To access at home, use this **remote** link and get 72 hours of off-site reading on your computer or mobile device. Once you have set up your account, you can access the newspaper directly by navigating to nytimes.com. We are the first library in Santa Clara County to offer the digital version of this premier national newspaper free to our patrons!

Summer Reading Challenge 2016 – Read for the Win



Read for the Win this summer with Santa Clara County Libraries. Readers of all ages are invited to take the Summer Reading Challenge and read 5 books from June 1 – July 31, 2016. Summer Reading helps prevent summer learning loss and offers dynamic learning opportunities for all ages. Adults and teens get a FREE book tote just for signing up. Each child earns a free prize book. EVERYONE who signs up will receive a free ticket to the Children’s Discovery Museum. Books can take you anywhere - the land of fantasy, the courtroom, your own kitchen, or an unknown path. Reading helps you learn something or can inspire you to try something new. And, of course, the library can make sure you have just the **right** book! Check out all the FREE and fun events happening all summer long. Experience amazing acrobats. Play fun games. Craft and create. Learn to dance. Everyone can have a winning summer at the library.

Campbell Library, May 2016

Jane Cronkhite, Community Librarian



Teen Lock-In on April 1: Co-Hosted by the Campbell Library & Campbell Youth Commission

Library Use

	March 2016	March 2015
Adult Circulation	36487	30105
Children Circulation	28121	21097
Total Circulation	64608	51202
Programs	76	51
Program Attendance	2180	1866
New Library Cards	338	116
Number of Visitors	24914	23205

News

The Library enjoyed co-hosting a Teen Lock-In with the Campbell Youth Commission on April 1st. Around thirty teens attended the event. Thank you to the Commissioners for their work on the fun event, as well as the assistance of Jenny Bybee, Campbell Recreation staff, and teen librarian Daniel Griffin.

Community Outreach

The children’s staff has been visiting Rosemary Elementary school for several months piloting a “pop up library” program issuing library cards and checking out materials to two classes. In May the staff will begin promoting the Summer Reading program, “Read for the Win,” at area schools.

May Special Events

Children and Families

Play to Learn: Mondays at 1:15 pm. For children ages 0-5 years. Families can play and learn together in the alcove including toys, games, and puzzles for children and their caregivers to enjoy.

Lego Club: Mondays at 4 pm. For school children in grades K-5.

Story times are ongoing:

Family Story time: Tuesdays 7:15 pm

Toddler Story time (ages 1-3) Wednesdays 10:30 am

Preschool Story time (ages 3-5) Thursdays 10:30 am

Bilingual Story time: Thursdays 4 pm (all ages)

Baby Story time (0-18 months): Fridays 11 am with Baby Sign Language May 6 & 13

Teens

Video Games Club: May 4, 4:00 - 6:00 (Teen Zone)

Study Club: May 5, 12, 19, 4:00 - 6:00 (Teen Zone)

Board Games Club: May 11, 4:00 - 6:00 (Teen Zone)

Book Club: May 18, 4:00 - 6:00 (Teen Zone)

Adults

Zumba for Adults and Teens Saturdays May 7, 21, 28, 10:05 am.

Zumba for Families Saturdays May 7, 21, 28, 11:15-11:45 am. For families with school aged children.

Sewing and Styling: Saturday May 7, 1:30-3 pm. Enjoy a presentation by Angela Lan, a fourteen year old designer, blogger, and author of “#OOTD Sew & Style.” Angela will talk about her writing process and share tips on finding your personal style and pursuing your passion.

Roadtrip in the French Countryside: Tuesday, May 17. 7:15 pm. John Trudeau will share images from the cliffs and farmlands of the Rhone-Alps region.

Garden Pest Management: Dealing with Pests in a Sustainable Way: Tuesday May 24, 7 pm. Master Gardener Rebecca Schoenenberger shares practices to discourage pests, how to encourage beneficial insects, and appropriate control measures with little or no environmental impact.

FOR ONGOING EVENTS INCLUDING STORY TIMES AND MORE, visit www.sccl.org/campbell or call (408) 866-1991.

MEMORANDUM



City of Campbell
Recreation & Com. Svcs.

To: Civic Improvement Commissioners
From: Tina Wong-Erling
Senior Services Supervisor
Subject: Campbell Adult Center Division Report

Date: 5/5/16

The following is a summary of Adult Center activities for the period of March 1 through April 30, 2016:

Caregivers Count Conference

The 6th Annual Caregivers Count Conference was held in the Orchard City Banquet Hall on April 16, 2016. The conference was a great success with approximately 130 participants and 25 exhibitors in attendance. The annual event aims to educate and support families and friends who are caring for an aging loved one. This year's topics included navigating changes in care, nutrition and wellness, and compassionate communication for the memory impaired. The Caregivers Count Conference is sponsored by the Santa Clara County Aging Services Collaborative- Caregiver Work Team.



Income Tax Assistance

The AARP Income Tax Program is a national, volunteer-based program that has helped nearly 50 million low-to-moderate income individuals. Twenty volunteers whose duties include income tax preparer, technology coordinator, greeter, communications coordinator, and translator filed approximately 450 income tax returns this year at the Campbell Community Center. The Adult Center extends our sincere appreciation to the AARP Income Tax Volunteers for providing a tremendous benefit to seniors and families of the greater Campbell Community.

Life Care Planning Seminar

The Adult Center hosted a Life Care Planning Seminar co-sponsored by Kaiser Permanente. This was an informative session on preparing healthy adults to make important decisions about future health care. Kaiser explained the process of preparing an Advance Health Care Directive which

includes selecting someone to speak on your behalf in the event of an unplanned accident or illness and stating hopes and wishes. It is recommended that adults age 18+ have an Advance Health Care Directive because it alleviates the burden from family members in making sudden and difficult decisions.

MEMORANDUM



City of Campbell
City Manager's Office

To: Civic Improvement Commission

Date: May 12, 2016

Via: Al Bito, Staff Liaison 

From: Michael Thomas, Graduate Intern 

Subject: Cancellation of Civic Improvement Commission Meeting

Staff recommends that the Civic Improvement Commission cancel its July or August meeting consistent with past practice. The City Council and other advisory commissions and boards also traditionally cancel one summer meeting in observance of summer vacations.

MEMORANDUM



CITY OF CAMPBELL

City Manager's Office

To: Civic Improvement Commission

Date: May 12, 2016

Via: Al Bito, CIC Staff Liaison 

From: Michael Thomas, Graduate Intern 

Subject: **2016 Poster Contest Next Steps**

Now that the 2016 fifth grade poster contest awards ceremony has taken place, there are remaining tasks related to the contest to be completed. City staff will prepare, publish and distribute a press release to local media outlets announcing this year's winners and honorable mention selections. The press release will also recognize businesses and community members who donated contest prizes. Staff will also prepare and distribute "thank you" letters to donors for contributing prizes to this year's contest.

The Commission needs to confirm the business locations in the City to display this year's contest entries. Staff recommends installing all entries at business locations that donated prizes this year so all student artists can be recognized for their work and contribution to the community. Last year, posters were displayed at Recycle Bookstore, Wheel Away Cycle Center and the Campbell Library. The Commission needs to decide when to remove the posters so they may be returned to the student artists.

Lastly, suggested tentative dates are included in the table below.

Task	Tentative Time Frame
Display posters in downtown storefronts / library	May 13-May 27
Issue press release re: winners/results	May 13
Distribute donor "thank you" letters	May 13-May 17
Remove posters from downtown storefronts	By May 27
Return posters to student artists	May 31-June 3

MEMORANDUM



CITY OF CAMPBELL
City Manager's Office

To: Civic Improvement Commission
Via: Al Bito, CIC Staff Liaison 
From: Michael Thomas, Graduate Intern 
Subject: **FY 2017 CIC Major Work Plan Items**

Date: May 12, 2016

At its regular meeting of April 14, 2016, the Civic Improvement Commission (CIC) approved its major Work Plan items for FY 2016-17. The Commission added the pilot beautification grant program policy and the high school job fair, which are included in the attached Work Plan.

The CIC decided to post pone the proposed May 2016 high school job fair. The CIC also decided to defer the "Out of the Shadows" walk promoting suicide prevention, awareness and support for future consideration. The CIC also deferred the following work plan items related to library needs for future consideration:

- Commissioners share which books they are reading each month on Santa Clara County Library District's blog
- Appearances by commissioners during designated reading times at Campbell Library

The FY 2017 CIC Major Work Plan will be submitted to the City Council. Staff is requesting that the CIC note and file this approved Work Plan.

Attachment:

Revised FY 2017 Civic Improvement Commission Major Work Plan



FY 2017 CIVIC IMPROVEMENT COMMISSION

Major Work Plan Goals and Objectives

#	<u>Objectives</u>	<u>Schedule</u>
1	Implement Art Box Phase II as authorized by Council	07/16 – 10/16
2	Develop Beautification Grant Program Policy	07/16 – 10/16
3	Review FY 2017 Neighborhood Association Assistance Grant applications	09/16 – 12/16
4	Implement FY 2017 student poster / essay contest	01/17 – 06/17
5	Review FY 2018 and FY 2019 Social Service Sub-grant applications and recommend funding levels	01/17 – 05/17
6	Implement High School Job Fair	01/17 – 03/17
7	To provide New Commissioner Orientations	As Needed
8	To respond to City Council requests as needed (e.g., new street names, public art, etc.)	As Needed

MEMORANDUM



CITY OF CAMPBELL

City Manager's Office

To: Civic Improvement Commission

Date: May 12, 2016

Via: Al Bito, CIC Staff Liaison 

From: Michael Thomas, Graduate Intern 

Subject: **Pilot Beautification Grant Program**

At its regular meeting of April 14, the Civic Improvement Commission (CIC) began formal discussion of a beautification grant program. The Commission agreed to schedule a study session for June 9, 2016 at 6:00 PM to identify potential projects and applicable grant amounts. Such a program would define and explain the following components for this pilot program:

- Mission statement
- Program goals
- Applicant eligibility
- Application and review process
- Restrictions

Beautification grant programs in other communities tend to be volunteer based with the goal of improving code compliance, community aesthetics and bringing residents together. Beautification programs cover costs related to tree and shrub planting, painting, graffiti removal, signage and sign replacement (i.e. welcome signs), illumination of landmarks, community gardens, landscaping, irrigation, and enhancements to parks. Larger projects include streetscape enhancements, entire parks and beautification projects at multiple locations. Under this program, the CIC may also consider beautification effects on commercial properties, such as storefront and façade improvement projects.

Projects are usually completed during warm weather months between May and October to avoid setbacks caused by weather. Based on preliminary research, grant amounts range between \$1,000 and \$5,000. In addition to appropriations made by city and town councils, program funding is provided by local taxes such as a hotel room tax, or a portion thereof.

City staff has proposed \$25,000 to fund this pilot program during City Council's Study Session on the FY 17 Operating Budget and Capital Improvement Plan (CIP) on May 2, 2016. The City Council will review and consider the final version of the Budget and CIP at its regular meeting of June 21, 2016.

The City Council assigned the Civic Improvement Commission (CIC) the task of developing a beautification grant program during its priorities setting session on January 29, 2016.

MEMORANDUM



CITY OF CAMPBELL

City Manager's Office

To: Civic Improvement Commission

Date: May 12, 2016

Via: Al Bito, CIC Staff Liaison *ABS*

From: Michael Thomas, Graduate Intern *MT*

Subject: Draft Public Art Policy

City staff presented the draft public art policy for the Parks and Recreation Commission (PRC) at its regular meeting on May 4, 2016. Staff received positive feedback from the Commission regarding the draft policy.

The PRC members suggested making the policy flexible enough to include guidelines and requirements for other art forms. The Commission also suggested including language that allows collaboration with professional artists to act as consultants and provide expert advice during the review process of public art proposals. In the past, Public Works staff have enlisted the assistance of art professionals on projects. Public Works staff could also review public safety aspects of visual art pieces during the review process.

The PRC also discussed staff conducting public outreach to community members impacted by potential public art projects. Public meetings and noticing requirements would enable impacted community members to comment on proposed projects.

When determining the location of a piece of public art, consideration should be given so that artwork complements the public space and surroundings it is proposed for and not appear as a mere add-on to the locale. Consideration should also be made for artwork, such as a sculpture, to serve as a focal point because such pieces serve as communal meeting points. The Parks and Recreation Commission would have input on public art proposed for inclusion in City Parks or at the Community Center.

The PRC discussed the additional considerations:

- Include maintenance requirements for art in public places (privately owned art)
- Clearly define ownership and disposition

Attachment:

Draft Public Art Policy

MEMORANDUM



CITY OF CAMPBELL
City Manager's Office

To: Civic Improvement Commission

Date: May 12, 2016

Via: Al Bito, CIC Staff Liaison 

From: Michael Thomas, Graduate Intern 

Subject: Art Outside the Box Prep & Painting Schedules

With design selections made and artists having accepted offers to participate in Phase II of the Art Outside the Box public art program, Commissioners Zisser and Herosy have been moving forward with Phase II's next steps. These next steps include scheduling volunteers to prep traffic control cabinets for painting by artists with the first prep date scheduled for Friday, May 6. The first artist is scheduled to begin painting Saturday, May 7.

The attached schedule prepared by Commissioner Zisser also includes six alternate designs in case any of the top nine artists cannot participate in Phase II. Commissioner Herosy is managing the scheduling of volunteers to prepare traffic control cabinets for painting. Prepping is scheduled for Fridays as artists are scheduled to begin painting on Saturdays.

Attachment:

Phase II Artist Painting Schedule

AOTB - Phase II Artist Selections & Schedule - 4/26/16

BOX #	Assigned	Location	Artist Name	Artist #	description	Ranking	Prep Date	Start Date
2		Campbell & Jeffers (CCC)	[REDACTED]	2	Community Center/Heritage Theater Motif	3	Friday, May 06, 2016	Saturday, May 7
6		Hamilton & Llewellyn	[REDACTED]	16a	Love, life & death garden	8	Friday, May 13, 2016	Saturday, May 14
7		Hamilton & Creekside (Light Rail)	[REDACTED]	20	Orchards, farmers, blossoms & vintage trucks (3 box)	1	Friday, May 20, 2016	Saturday, May 21
9		Winchester & Hacienda	[REDACTED]	3	Faucet water flowing into ocean and sea life	7	Friday, May 27, 2016	Saturday, May 28
1		Campbell & Winchester	[REDACTED]	11	Music instrument motif w/geometric abstracts	4	Friday, June 03, 2016	Saturday, June 4
8		Bascom & Apricot	[REDACTED]	7	Geometric shapes in day glow colors	9	Friday, June 10, 2016	Saturday, June 11
5		Hamilton & Marathon (Safeway)	[REDACTED]	10	Black sea life in ocean of colorful plants and planets	6	Friday, June 17, 2016	Saturday, June 18
3		Winchester & Rincon	[REDACTED]	1a	Landmarks, parks & trails, Light Rail	2		
4		Campbell & San Tomas Aquino	[REDACTED]	4a	A mother goose and her goslings	5		
r1			[REDACTED]	21a	Hot air balloons & clouds			
r2			[REDACTED]	23	abstract design and colors (3 box)			
r3			[REDACTED]	17	Campbell's origins and early history			
r4			[REDACTED]	21b	planets and the sun			
r5			[REDACTED]	8	Detailed trees with water tower			
			[REDACTED]	16b	Colorful abstract w/Elements and by-products of nature (trees, flower, lemonade, clouds)			