



**CIVIC IMPROVEMENT COMMISSION**  
**70 North First Street - Campbell, California 95008**  
**Thursday, August 11, 2016 – 5:30 PM**  
**Council Chamber**  
**Regular Meeting Agenda**

**CALL TO ORDER, ROLL CALL**

**APPROVAL OF MINUTES**

1. Regular Meeting – April 14, 2016 \*
2. Regular Meeting – June 9, 2016 \*
3. Study Session – June 9, 2016 \*

**PRESENTATIONS**

**COMMUNICATIONS**

1. UNSCC Mini Conference and Resource Fair – September 24 \*
2. Appreciation E-mail Dated July 28, 2016 \*

**ORAL REQUESTS**

**REPORTS FROM REPRESENTATIVES**

1. Nancy Howe, County Librarian \*
2. Marlene Iwamoto, Supervising Community Librarian of Adult and Teen Services \*

**REPORTS FROM STAFF**

1. Kerry Perkins, Sr. Museum Supervisor
  - a) Museum Update
2. Al Bito, Staff Liaison
  - a) City Update
3. Michael Thomas, Graduate Intern
  - a) Art Box Fiscal Update \*

**NEW BUSINESS**

**OLD BUSINESS**

1. Review and Comment on the Pilot Beautification Grant Program \*

**COMMISSIONER AND SUBCOMMITTEE REPORTS**

1. Art Box \*

**ADJOURN**

\* \* \* \* \*

*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](mailto: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](mailto:dianaj@cityofcampbell.com).*



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

**Thursday, April 14, 2016 – 7:30 p.m.**

**Council Chamber**

**Regular Meeting Minutes**

**CALL TO ORDER:**

The meeting was called to order at 7:35 PM by Chairperson Hoffman.

**PRESENT:**

Commissioners Teeter, Herosy, Mitchell, Zisser and Hoffman  
Staff Liaison Al Bito, Graduate Intern Michael Thomas and  
Recording Secretary Diana Johnson.

**ABSENT:**

Commissioners: Castleton (Excused) and Zheng (Excused)

**APPROVAL OF MINUTES:**

**M/S: Herosy/Teeter:**

That the minutes from the Study Session of March 10, 2016, and regular meeting of March 10, 2016, be approved. Motion was adopted by the following vote:

**AYES:**

Commissioners: Teeter, Herosy, Zisser and Hoffman

**NOES:**

Commissioners: None

**ABSTENTIONS**

Commissioner Mitchell

**PRESENTATIONS:**

There were no presentations.

**COMMUNICATIONS:**

There were no communications.

**ORAL REQUESTS:**

There were no oral requests.

**REPORTS FROM REPRESENTATIVES:**

**Community Library Report:** Campbell Community Librarian Jane Cronkite presented the Santa Clara County Library District's report for April 2016.

**JPA Meeting, April 28:** The next JPA meeting will be Thursday, April 28 at 1:30 PM at the Services and Support Center. The agenda will include the first review of the proposed Fiscal Year 2016-2017 budget. The JPA Finance Committee met Wednesday, April 13 at the Services and Support Center.

Read Play and Grow – A Santa Clara County Library District Board Book For Young Children:

The Library has published the Read, Play, Grow rhyming board book. The book was developed for children, parties, and caregivers by the staff and communities of the Santa Clara County Library District to promote helping children learn to read before kindergarten.

Deputy County Librarian, Carol Frost, Takes a New Position: Carol Frost has accepted the position of Assistant Director with the Peninsula Library System and Pacific Library Partnership. Her last day of work with the SCCLD will be Thursday, April 14.

Library Journal Selects Deputy County Librarian Chris Brown as 2016 Mover and Shaker: Chris Brown was awarded the distinction for his works at the Contra Costa County Library by creating the project “War Ink,” an online exhibit with audio recordings and a forum in which soldiers returning from Iraq and Afghanistan can see and share their stories as told through their tattoos. The program has won awards including the Schwartz Prize and the John Cotton Dana Award.

Campbell Library Report:

Jane Cronkite reported a 10% increase in circulation from last year, February 2015.

Effective March 28, the Campbell Library welcomes Diana Lara as the Acting Children’s Supervising Librarian. Diana has over 10 years of experience working as a children’s librarian with the Santa Clara County Library District.

The Library congratulates Shu-Hua on her promotion to full-time librarian beginning April 11. Shu-Hua has been with the Library District since 2009 and has worked at the Campbell Library and served as the Plane Tree Health Coordinator since 2013.

Community Outreach: Recent outreach events include the Bunnies & Bonnets Parade and the STEAM Showcase at Monroe Middle School.

April Special Events:

Ready to Read Fridays: During Fridays in April from 1-2pm, a series of fun stories and activities designed to help parents and caregivers encourage young children to read.

REPORTS FROM STAFF:

Youth Commission Report: The Youth Commission report was presented by Recreation Services Manager Natasha Bissell and the following Youth Commissioners: Manaal Siddiqui and Hana Bijli, Westmont High School; Sophia Desai and Aunika Santos from Branham High School.

The Youth Commission has established a work plan focused on opportunities for teenagers and is in the process of launching a Campbell Youth Commission website, which will feature job openings, volunteer opportunities, internships, events and information about the City of Campbell. The website’s purpose is to provide multiple resources available for teens as they prepare for college and individual career paths. The website is expected to launch by the end of May.

Job shadow day at City Hall is scheduled for Tuesday, June 7 from 10 AM to 2 PM for 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grade students. Campbell teens will be given the chance to shadow City departments including Police, Recreation & Community Services, City Administration, and Community Development. Participants will shadow city staff members and gain insight into local government

while learning more about how different departments function. The goal is to provide interested teens with information and valuable tips on becoming a successful and professional employee.

Recreation Services Manager Natasha Bissell reported that in addition to the Youth Commission's efforts, the Recreation Specialist was given the task to develop a work experience program. This program will create opportunities for teens to work in city government. Local high schools were contacted and four applications were received. High school students participating in the program had the opportunity to work in Finance, Human Resources and the City Manager's Office.

Museum Report: Senior Museum Specialist Kerry Perkins presented the Campbell Historical Museum report.

Mother's Day Tea Event at the Ainsley House: Ms. Perkins reported the upcoming Mother's Day Tea event will be May 7 & 8 at the Ainsley House. Admission is \$45 per person. All proceeds benefit the Museum's education, exhibit and conservation programs.

#### History Happy Hour 2016:

On May 13, historian Ray Cosyn will discuss Prohibition and how it affected Santa Clara Valley. On June 10, Larry Hancock from Opera San Jose will retune to discuss the upcoming season. On July 22, historian Barney Terrell will discuss the contributions made by Santa Clara County citizens who fought on the Western front during WWI.

The Ainsley House has been closed to the public the months of January and February, but will reopen on March 3. Two Temporary Exhibits on display through October:

*Agents of Decay:* features the causes of decay to artifacts.

*Campbell: Then and Now:* Features 10 images of Campbell then and now juxtaposed next to each other.

Wedding Season at the Ainsley House: The wedding season will open place on April 30 and run through mid-October. There has been a decline in wedding bookings due to the turf conditions and couples are considering other venues.

The Campbell Historical Museum Received a \$5,000 donation for Its Education Scholarship from Campbell Community Endowment Fund (CCEF): The Museum received a donation in the amount of \$5,000 from the CCEF to use towards admission for Campbell Union School District and Moreland School District students who cannot otherwise afford to attend field trips. The donation will allow free admission for 2<sup>nd</sup> and 3<sup>rd</sup> grade classes to participate in the Museum's educational field trips. The program will allow 800 students from Title I schools, or allow students who may have a financial hardship, to obtain free admission to the museum's two programs.

Historical Museum Garden Nearing Completion: The native plant garden outside the Historical Museum is taking shape and is nearing completion. The deadline for completion has been extended to May 16.

#### City Update:

Staff Liaison Al Bito reported that United Neighborhoods of Santa Clara County's (UNSCC) neighborhood resources fair occurred on March 26 at Orchard City Banquet Hall. Commissioner

Zisser and City staff staffed a booth with information the Civic Improvement Commission's programs including, neighborhood assistance grants and the Art outside the Box program. Representatives from various agencies and neighborhood groups from Santa Clara County and the City of San Jose attended the event. Commissioner Zisser indicated that there was some discussion on beautification programs, but higher attendance would have helped the event.

"Second Hand Smoke for Multi-Unit Housing Communities" survey: The online survey will measure landlord and tenants attitudes on second hand smoke in multi-unit housing communities from duplexes to apartment complexes and condominium communities. The City has received 10 responses and will close May 13, at 11:59PM. The City will research the possibility of reaching out to third party agencies and organizations to reach more tenants and landlords.

On May 3, City Council will review and hold a study session to review pre-planning for a preliminary proposal for a four-story mixed-use development at the Paul Del Grande sight located at the corner of Campbell and Gilman Avenues.

On April 11, Campbell PD hosted "Cupcakes with Cop" event wherein police officers met with members of the public to answer any questions and get to know the City's law enforcement personnel.

On April 20, there will be a Safe Routes to School Walking Bus event on Hacienda Avenue at 7:30 AM. Mayor Baker will promote walking and biking to school. The event will raise awareness for walking or biking to school with walking bus ending at Capri Elementary School.

#### New Business:

#### High School Job Fair:

Staff Liaison Bito reported that Commissioner Castleton proposed a job fair for high school students in response to the Commission's request for work plan items. The proposed job fair would be held at the Campbell Community Center on Friday, May 20 from 3:30 to 5:30 PM. Commissioner Castleton reached out to the public sector and the Youth Commission to gauge interest. Campbell Union High School District (CUHSD) has agreed to partner for the event. CUHSD staff would promote the event on district campuses. CUHSD curriculum include employment training coursework including resume building and job interview preparation. A desk item was included as an addendum submitted by Ms. Castleton featuring a list of prospective employers. A consideration for the Commission is the scope for the proposed job fair. The Commissioners discussed the job fair's target audience being current students to obtain employment for the summer or on a long term basis such as working while in college, or in high school.

Following further discussion, the Commission recommended combining the private and public sectors and having the event in the fall. The Commission moved to table the proposed job fair to Fiscal Year 2016-17 with a tentative target date between January and March. Chairperson Hoffman thanked the Commissioners for their discussion on this item.

**M/S: Zisser/Teeter that the high school job fair as proposed be postponed and included on the FY 2017 work plan for early 2017. The motion was adopted by the following vote:**

**Ayes: Commissioners Herosy, Mitchell, Teeter, Zisser, Hoffman**

**Noes: None**

**Absent: Commissioners Castleton and Zheng**

Old Business:

Mr. Bito indicated that based on the Civic Improvement Commission's March meeting, staff has consolidated and refined the Commissioner's work plan items. Staff recommended that the Commission identify two or three proposed work items.

**M/S: Teeter/Mitchell that the beautification grant program policy and high school job fair be added as work plan items for FY 2016-17 and postponing the following proposed work plan items:**

1. Commissioners read at during designated times at Campbell Library (Library Needs)
2. Commissioners share their favorite books on the Santa Clara County Library District's blog (Library Needs)
3. Suicide prevention & Awareness (Health & Welfare Services)

The motion was adopted by the following vote:

**Ayes: Commissioners Herosy, Mitchell, Teeter, Zisser, Hoffman**

**Noes: None**

**Absent: Commissioners Castleton, Zheng**

Staff further requested the Commission's assistance in drafting the initial beautification grant program policy. Chairperson Hoffman suggested a study session for 6:00 PM on June 9 to discuss the proposal, policy scope, and identify potential projects and decide who will be part of the sub-committee. The Commission further discussed including input from the Downtown Campbell Business Association, neighborhood associations and the Chamber of Commerce.

Public Art Policy: Mr. Bito recommended modeling the draft public art policy after the City of Palo Alto's public art policy. Palo Alto's policy includes mechanisms that staff is supportive of. Staff recommends that the Commission review the policy and provide feedback by May 5.

2016 Poster Contest: The commission members ranked the top ten posters during its special meeting earlier in the evening. Winners will be announced during an awards ceremony at the Commission's regular meeting on May 12 at 6:00 PM.

Commissioner and Subcommittee Reports

Art Box Phase II: Commissioner Zisser reported that nine artists were chosen for the nine locations in the City for Phase II. The Commission supported the recommendations of the Art Box sub-committee for the selection of artists and location assignments.

**M/S: Mitchell/Teeter that the Art Box Sub-committee recommendations be approved. The motion was approved by the following vote**

**Ayes: Commissioners Herosy, Mitchell, Teeter, Zisser, Hoffman**

Noes: None

Absent: Castleton, Zheng

Donation and Sponsorship Update: Commission Zisser indicated that Phase II funding is one sponsorship short, but ahead of schedule in securing donations compared to last year at the same time.

The meeting was adjourned at 8:52 p.m.

Respectfully submitted,

  
\_\_\_\_\_  
Diana Johnson, Recording Secretary

  
\_\_\_\_\_  
Al Bito, Staff Representative



## CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

June 9, 2016

### REGULAR MEETING MINUTES

ROLL CALL: The meeting was called to order at 7:40 PM by Chairperson Hoffman.

PRESENT: Commissioners Castleton, Mitchell, Zheng, Zisser and Chairperson Hoffman. Staff Liaison Al Bito; Recording Secretary Diana Johnson; and Graduate Intern Michael Thomas.

ABSENT: Commissioners Herosy and Teeter (Excused).

PRESENTATIONS: There were no presentations.

#### APPROVAL OF MINUTES:

M/S Zisser/Mitchell: That the minutes of the Meeting of May 12, 2016 be approved.

The motion was approved by the following vote:

Ayes: Commissioners: Castleton, Mitchell, Zisser and Hoffman

Noes: None

Abstentions: Commissioner Zheng

Absent: Commissioner Herosy and Teeter (Excused)

*The minutes of the regular meeting of April 14, 2016 were not approved, as there was no quorum.*

COMMUNICATIONS: There were no communications.

ORAL REQUESTS: There were no oral requests.

#### REPORTS FROM REPRESENTATIVES:

County Library Report: County Librarian Nancy Howe was absent. Chuck Griffen, Financial & Administrative Services Manager with the Santa Clara County Library District, presented the Santa Clara County Library District's report for June 2016.

JPA Meeting, June 2: The JPA met on June 2. Actions included final approval of the FY 16/17 budget, consideration of a surveillance camera policy, consideration of Silicon Valley Reads, and the report on the Fines and Fees Policy.

Digital Shift in Information Technology: The shift from print to digital formats has changed collection development, purchasing, ownership, and lending practices for public libraries. Virtual library visits now equal in-person visits. Library staff and the public are now in need of new technology skills. The SCCLD has added a variety of free technology training options for the public and a suite of subscription services are now available online 24/7.

Income Disparity: Income and wage disparities continue to be an issue in Silicon Valley. In response to the loss of discretionary income in many households, free services delivered by SCCLD help children learn to read, succeed in school and promote life-long learning for all ages regardless of income. In July 2015, SCCLD removed its \$80 library fee for non-Santa Clara County residents offering free library cards to everyone to utilize library services, databases and programs at no cost.

Foreign Born Residence: A large share of residents currently living in Silicon Valley are foreign born with more than 50% of this population over the age of five exclusively speaking a language other than English at home. Last year, library materials available in over 20 languages were borrowed more than 670,000 times. As a result, SCCLD is offering free ongoing English as a Second Language (ESL) classes and reading programs utilizing volunteers who offer individual tutoring for adults who want to learn English.

Summer Reading Kick Off "Read for the Win": SCCLD's 2016 Summer Reading challenge "Read for the Win" encourages Santa Clara County children to read and participate in free and fascinating activities this summer that promote academic achievement. The program runs June 1-July 31 at all District branches. Registration is available at any SCCLD branch or online at [www.sccl.org/summer2016](http://www.sccl.org/summer2016).

Medici TV: Live classical music concerts, operas and ballets are available online at SCCL.org

Chairperson Hoffman thanked Mr. Griffen his report.

Campbell Library Report: Community Librarian Jane Cronkite reported that library staff witnessed the largest turnout for the Campbell Union School District's annual writer's fair reception. The Campbell Library hosted the annual event for the month of May. Students from various schools countywide participated in this event.

To promote the 2016 Summer Reading challenge, Ms. Cronkite distributed free tote bags containing information about the Summer Reading Challenge to the Commissioners and City staff.

Chairperson Hoffman thanked Ms. Cronkite for her report.

#### REPORTS FROM STAFF:

Campbell Museum: Senior Museum Specialist Kerry Perkins presented the museum report. Public Works Maintenance staff completed the Historical

Museum's native plant garden. Staff completed installation of an irrigation system, decomposed granite pathways and 37 drought tolerant plant varieties. Delphi academy students have drawn pictures, researched and identified plants, and will design informational signs for each plant species.

An information panel detailing the various types of irrigation used in the garden, as well as an exhibit about the Ohlone tribe is scheduled for installation in the future.

Education Wrap Up: Over 5000 school students visited the Historical Museum and Ainsley House to learn about life in Santa Clara Valley over 100 years ago. The Museum also reached over 1,500 students through their rentable history trunks.

Grant Funding: Ms. Perkins acknowledged the Museum Foundation and Campbell Community Endowment Foundation for their generous donations. Donations fund the transportation of students to and from field trips.

New Historical Museum Exhibit Opening in September: Staff will install one of four new exhibits at the Historical museum over the summer. The exhibit will illustrate how work life has evolved in Campbell from an agrarian economy to a high tech economy. A professional exhibit designer will create a cannery area and a computer zone. IBM Almaden Research Lab will provide artifacts presenting the future of high tech.

History Happy Hour 2016: History Happy Hour summer events at the Ainsley House will feature Opera San Jose General Director Larry Hancock on June 10.

Historian and Ainsley House Docent Barney Terrell will speak about "The September Boys" which tells the story of the 200 men from Santa Clara County drafted to fight in World War I.

Chairperson Hoffman thanked Ms. Perkins for her report.

City Update: Staff Liaison Al Bito reported the following:

Italian Ice Cream Shop Application: An application has been filed for a new Italian ice cream shop to open in the small strip mall located on Campbell Avenue adjacent to the railroad tracks.

State Senate District 15 Forum: The Council Chambers was the site for the League of Women meet the candidates forum for State Senate District 15. Voters met candidates who included State Senator Jim Beall, Chuck Page, and Anthony Macias.

Boogie on the Avenue: In spite of the rain, there was a good turnout. Mr. Bito thanked the Campbell Police Foundation for supporting the police department. There were various activities for children. A dunk tank with Councilmember Jeff Cristina rose over \$2,900 for the Campbell Police Foundation.

Campbell Youth Commission: Youth Commissioners have been selected to serve for the 2016-17 school year. The Commission includes representatives from

Westmont, Archbishop Mitty, and Saint Francis High Schools among others. The Youth Commission's first meeting will be held in September.

FY 16/17 Operating and Capital Budget: On June 7, City staff presented the FY 16/17 budget for the Campbell City Council's review and consideration. Formal adoption will occur at the June 21 meeting. The preliminary budget includes funding for CIC programs including social service sub-grants with recommended enhancements, neighborhood grants and community beautification.

Commissioner Zisser asked for an update on the Study Session for the library. Mr. Bito reported that the Study Session reviewed the survey results in connection with the Civic Center Master plan, and potential revenue measures. The City Council asked staff to further study the viability of a general obligation bond measure for inclusion on the November 2016 ballot related to the Civic Center Master Plan.

Chairperson Hoffman thanked Mr. Bito for his report.

Art Box Fiscal Update: Graduate Intern Michael Thomas provided an update on the Art Outside Box program's fiscal status. Approximately \$2,560 has funded artists' honoraria. All nine artists have received their initial honorary payments or payments are being processed. This amount also included material costs for anti-graffiti coating and the "Call to Artist" post cards. The current fund balance is \$1,397. Another \$553 is needed to cover the full costs for Phase II. Staff promoted the need for additional funding on the City's website.

#### NEW BUSINESS:

August Meeting: Consistent with past practice, the Commissioners agreed to cancel their July meeting and hold its next regular meeting on August 11 with a special time of 5:30 PM.

The Commissioners and staff will meet on Monday, August 1 at 6:00 PM at Opa Restaurant in downtown Campbell for a no-host social event.

#### OLD BUSINESS:

FY 17 Major Work Plans: Michael Thomas reviewed the changes made per the Commission's last discussion. A memo dated June 9 that included the changes was distributed to the Commission.

Social Services Sub-Grant Program: Commissioner Zisser expressed interest in reaching out to other agencies and non-profit organizations to help at-risk children in the community who would benefit from receiving grant funding.

Beautification Grant Program: Chairperson Hoffman summarized the Study Session on this item. Staff will provide an update on this item at a later date.

Draft Public Art Policy: Staff Liaison Bito thanked Commissioners Zisser, Castleton and Chairperson Hoffman for attending the Council Meeting. The Council voted 5-0 in favor of the Public Art Policy at its regular meeting on June 7. The Council removed language requiring developers to pay a public art fee when applying for permits and regulation of art on private property.

COMMISSIONER REPORTS:

Art Outside the Box: Commissioner Zisser indicated that there are five art boxes in progress, none are completed. New digital photographs are posted on the Art Outside the Box program's Facebook page. Mr. Zisser said all utility boxes should be prepared for painting by the end of June.

ADJOURNED:

Chairperson Hoffman adjourned the meeting at 8:30 PM.

The next regular meeting of the Civic Improvement Commission is scheduled for Thursday, August 11, 2016, at a special time of 5:30 PM in the City Council Chamber, Campbell City Hall 70 N. First Street, Campbell, California.

Respectfully submitted,

  
Diana Johnson, Recording Secretary

  
Al Bito, Staff Representative



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

**Thursday, June 9, 2016 - 6:30 p.m.**

**Doetsch Conference Room**

**Study Session**

Call to Order: Chairperson Hoffman called the meeting to order at 6:36 PM

Present: Commissioners Castleton, Mitchell, Zheng, Zisser and Chairperson Hoffman; Staff Liaison Al Bito; Recording Secretary Diana Johnson; and Graduate Intern, Michael Thomas.

Absent: Commissioners Herosy and Teeter (Excused).

New Business: There was no new business

Old Business:

Pilot Beautification Program: Staff Liaison Al Bito provided an overview of the draft Pilot Beautification Grant Program. The main elements proposed in the draft incorporated some of the major categories identified: Mission Statement, Program Goals, Applicant Eligibility and Project Requirements, Project Information, Funding, Application and Review Process, Restrictions and Other Considerations.

Mr. Bito indicated that the City Council is requesting a community based program that includes beautification in neighborhoods, small businesses and commercial properties. He further stated that in previous years, the City had a store front improvement program for downtown businesses, which provided loans for businesses to beautify their storefronts. He suggested the Commission may want to consider adding this element to the Beautification Program.

Graduate Intern Michael Thomas researched various communities with similar programs and prepared a memo outlining the major categories identified for the Pilot Beautification program. A brief overview of the memo was provided to the Commission. Chairperson Hoffman thanked Michael for his research and preparation of the memo.

The Commission reviewed and discussed the various elements of the pilot program. Chairperson Hoffman suggested that park enhancements, community gardens, and litter "pick-up" events, as well as walking, hiking and biking trail projects be removed from further consideration as these are projects for which the City already provides funding, staff and volunteers. The grant policy should include programs that are outside of what the City is normally responsible for.

Commissioner Mitchell questioned who would be responsible to maintain the beautification project once completed. Chairperson Hoffman indicated that a stipulation should be included in the grant application that the grant recipient would be responsible for the ongoing maintenance of the beautification project.

There was further discussion by the CIC whether an individual household should be eligible for grant monies. Intern Michael Thomas suggested that the grant monies should be intended for an entire neighborhood and not for an individual home. Commissioner Zisser requested that the CIC consider including individual homes in the beautification program. He indicated that there may be homes in a neighborhood that would benefit from improving the appearance of their front yards. A discussion ensued regarding hurricane fences in the neighborhoods. Further discussion by the CIC recommended that the project should benefit an entire neighborhood. A neighborhood association could provide a collaborative recommendation for an individual household in their community.

Further discussion of the CIC concluded schools, various non-profits and homeowner associations should not be eligible for Beautification grant. Homeowner associations (HOA) collect fees and do their own beautification. The CIC asked staff to research if collecting HOA fees constitutes a conflict as HOA's already collect fees. The City of Aurora, Colorado's beautification grant program policy includes language that restricts projects that are religious in nature. The Commissioners suggested including similar language in a draft policy.

The Commission also discussed that a draft policy and application stipulate which specific applicants are eligible, as well as define the following terms: "small business," "neighborhood association" and "other organizations."

Staff Liaison Bito suggested how to determine business' grant eligibility and criteria. Should, if approved, grant applicants' businesses eligibility based on an established square footage or number of employees. Commissioner Zisser preferred to allow all businesses in Campbell be eligible to attract applicants beyond the City's downtown area.

Chairperson Hoffman suggested clarifying the grant funding levels. (\$25,000 a year or limiting disbursement to \$5,000) The CIC established \$500-1500 and \$1500-5000 grant funding levels. Commissioner Zisser suggested defining projects based on the size and scope such as "small" versus a "large" project to determine grant funding levels and Alan also suggested including guidelines when grant recipients must complete projects. The CIC discussed defining other large projects in the grant program to include entire neighborhood cleanups or projects which could include the use of large dumpsters.

The CIC discussed requiring a fund-matching component so recipients have ownership of their projects and are committed to completing them by established deadlines. The Commissioners discussed applicants providing up to 50% of project costs with the City matching the costs. Chairperson Hoffman mentioned the beautification grant program implemented by Plano, Texas.

Commissioners Castleton and Zheng did not support the matching component suggestion and said this warranted further discussion by the CIC. Chairperson Hoffman suggested drafting a policy on a matching component.

Once adopted by the CIC, the CIC agreed to have various meetings with neighborhood associations, small businesses and the Chamber of Commerce to gather input and ascertain the types of projects that generate interest.

Public Comment: There was no public comment.

The meeting was adjourned at 7:31 PM



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Diana Johnson, Recording Secretary



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Al Bito, Staff Representative

# SAVE THE DATE!



## SILICON VALLEY NEIGHBORHOOD DEVELOPMENT 'Mini' TRAINING CONFERENCE

LEARN ABOUT  
ESSENTIAL TOOLS FOR  
NEIGHBORHOOD  
LEADERS

NETWORKING  
OPPORTUNITIES

RESOURCE FAIR

REFRESHMENTS WILL BE  
SERVED

*This event is  
CAP Grant Cycle 30  
Eligible for 2016*

*BRICC cash awards will  
be presented by Silicon  
Valley Community  
Foundation*

SATURDAY SEPT 24, 2016  
1PM-5PM

CAMDEN COMMUNITY CENTER  
Corner of Union and Camden, San Jose  
(Plenty of free parking)

CONTACT Ken Kelly  
PHONE 408.823.8201

EMAIL: [Unitedneighborhoods@gmail.com](mailto:Unitedneighborhoods@gmail.com)



## Michael Thomas

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**From:** Barbara Wade <[REDACTED]>  
**Sent:** Thursday, July 28, 2016 9:29 AM  
**To:** Michael Thomas  
**Subject:** Art Outside the Box Program

Dear Mr. Thomas,

I just wanted you to know how much I am enjoying seeing the painted utility boxes around the town. The artists are doing such a good job, and it's fun to see the variety of ideas and styles that are being incorporated in the painted scenes. The finished projects add charm and uniqueness to the streets, and it is almost (almost!) worth waiting at a stop light just to be able to study a box in more detail. Thank you to all who have worked on bringing this idea forward and into fruition.

Sincerely,

Barbara Wade



Virus-free. [www.avast.com](http://www.avast.com)

August 2016  
Commission Report  
Nancy Howe, County Librarian

## Library Closure on August 3 and August 4

All SCCLD libraries will be closed on Wednesday, August 3 and Thursday, August 4, reopening on Friday, August 5. The closures are to allow staff to complete both technical and building upgrades.

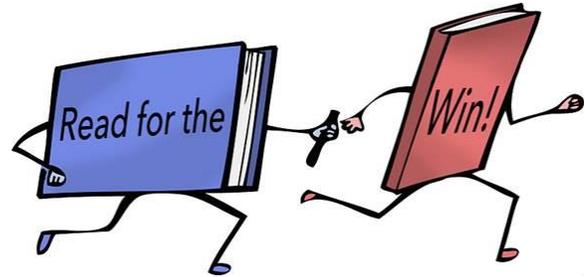
## Rosetta Stone online now available free to SCCLD members



Learn a new language, free, at the Santa Clara County Library District's website, [www.sccl.org](http://www.sccl.org). Rosetta Stone is an online service available in the library and from home using one's free library card. Access Rosetta Stone at [www.sccl.org](http://www.sccl.org), in the Online Learning section. Lessons on thirty languages are offered. Languages include English, Chinese (Mandarin), French, Hindi, Japanese, and Spanish. Learn new languages for travel, business, school, or other purposes. Rosetta Stone Library Solution offers an interactive approach, using an immersion method. Courses are structured around core lessons that build reading, writing, speaking, and listening skills. Use a microphone to compare pronunciation with that of a native speaker. Learn proper word articulation and cadence. Refine grammar, vocabulary, and writing skills using illustrative images, quizzes, and challenges. Lessons progress from basic to complex. Added last month, Rosetta Stone is the newest addition to the Virtual Library.

## Summer Reading Update

SCCLD increased Summer Reading participation by **25%** over 2015 with the Read for the Win program. Libraries provided creative programming, reading recommendations and enthusiastic support for continued learning for over **24,000** people of all ages with hundreds of programs throughout June and July.



Summer can often be a time that students lose important academic skills. *Read for the Win* offered opportunities for kids and teens to keep reading and learning over vacation. Research shows that reading over the summer prevents reading loss and, most importantly, voluntary reading helps students become better readers, writers and spellers. And this year's program also included free performances, games and chances to create. Families earned the chance to visit the Children's Discovery Museum and kids of all ages received free books. It truly was a winning summer in so many ways.

# Campbell Library, June and July 2016



## July Junior Jams

Children ages 0-5 and their parents enjoyed our July Junior Jams sessions which featured children's music and movement performers such as Charity Khan and Sean's Music factory.

## Library Use

	June 2016	June 2015
Adult Circulation	35021	30061
Children Circulation	28437	21062
Total Circulation	63458	51123
Programs	66	53
Program Attendance	2326	1695
New Library Cards	379	346
Number of Visitors	25989	22932
Volunteer Hours	420	477

## News

Community Librarian Jane Cronkhite accepted a position as Associate Director of the Monroe County Public Library in Indiana. Her last day with SCCLD was July 1. The new Campbell Community Librarian, Peggy Tomasso, joined us in July.

## Community Outreach

Librarians visited several Campbell schools including Sherman Oaks, Lynhaven and Castlemont, and registered students for this year's summer reading challenge, Read for the Win.

The library also hosted a special visit by all the kindergarten and transitional kindergarten classes from Rosemary. The children's librarians shared books, provided a library tour, and signed the students up for summer reading.

## Highlights

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### Baby Sign Language Class



The Mercury News ran an article on June 20, “Parents turn to baby sign language to communicate with their little ones” that featured the twice a month baby sign language program at the Campbell Library on Fridays at 11 am. Says parent Cheri Brinkley of the baby sign language class, “You want your kid to have every advantage to succeed.”

[www.mercurynews.com/bay-area-news/ci\\_30036964/parents-turn-baby-sign-language-communicate-their-little](http://www.mercurynews.com/bay-area-news/ci_30036964/parents-turn-baby-sign-language-communicate-their-little)

### ESL Conversation Class



Graduates of the Campbell Library's English as a Second Language class, summer 2016. Instructor Gracia DelRosario, center.

## Summer Reading “Read for the Win”

This summer more than 2300 adults, teen and children signed up at the Campbell Library to participate in the summer reading challenge– that is a 45% increase from last year!

## Summer Events

Magician Brian Scott



Olympic Obstacle Course



**Children:** School-age children and their caregivers witnessed the magic of Brian Scott, danced to the beat of African drumming, completed an Olympic Obstacle Course, and were mesmerized by the acrobatics of Wayne Huey from Red Panda Acrobats. July also featured special programs on Saturdays which included a special crafting day for the Fourth of July, a weekend edition of Family Storytime celebrating National Ice Cream Day, and a puppet show by Happy Bright Kids.

**Teen:** This summer our teen department offered local young people the chance to learn from master drone operators, to create stop motion animation, and the opportunity to explore the creative freedom of green screen photography. All of these activities are in service of encouraging young people to explore their intellectual, creative, and artistic interests and to see the library as a vital partner in all of those endeavors.

**Adults:** Back by popular demand, the library offered a series of ukulele classes. The library also collaborated with the Campbell Recreation Department to provide a 10-week fitness series of yoga, Pilates and body sculpting. Zumba, gardening workshops, origami lessons, poetry, book discussions and henna art rounded out a summer full of activity.

## Summer Finishing Line

Adults, teens and children who read at least five books during the summer are rewarded with a finishing prize during the month of August. Children receive a free book and completion certificate. Teens and adults receive a free book and \$3 worth of book bucks, redeemable at the Friend of the Library book sale on the 2<sup>nd</sup> Saturday of every month.

## Upcoming Events

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### Children & Families

<b>Family Story Time</b>	Tuesdays	7:15 pm
<b>Toddler Story Time (ages 1-3)</b>	Wednesdays	10:30 am
<b>Preschool Story Time (ages 3-5)</b>	Thursdays	10:30 am
<b>Baby Time (0-18 months)</b>	Fridays	11:00 am

**Zumba for Families** Saturday, August 6, 20 and 27 from 11:15 am - 11:45 am

**Books and Art** Saturday, September 10. Highlighting International Dot Day inspired by the book “The Dot” by Peter Reynolds. Children and their families will create all sorts of dots with different art materials and put them on display in the library.

### Teens

**eSports** Wednesday, August 10, 17, 24 and 31 from 4:00 – 6:00 pm. A different eSports Event each week. Gaming Tournaments, eSports broadcasts and all things videogames await you.

**Afterschool Study Session** Thursday, August 11, 18 and 25 from 4:00 – 6:00 pm

### Adults

**Yoga** Tuesday, August 2 from 6:30 pm – 7:30 pm. This class is designed to open the body and release tension, while moving into restorative postures to deepen the experience. In partnership with the Campbell Recreation Department.

**Zumba** Saturday, August 6, 20 and 27 from 10:30 am - 11:30 am

**Ukulele Lessons** Monday, August 8, 15 and 22 from 7:00 pm - 8:30 pm

**Pilates** Tuesday, August 9 from 6:30 pm – 7:30 pm. You will learn to focus on centering, correct breathing, precision, control, concentration, alignment, mobilization of the spine, and strengthening of core and periphery. In partnership with the Campbell Recreation Department

**Romance Readers** Wednesday August 12, 6:30 pm – 8:00 pm. Romance book discussion.

**Poetry Circle** Wednesday, August 17 from 6:30 pm - 8:30 pm. Explore the writing craft and compose new poems in a creative and supportive environment. This writing group is appropriate for all levels of experience — from beginners to advanced poets.

**ESL Conversation Club** Tuesday, August 2, 9, 16, 23 and 30 from 1:00 pm – 2:30 pm. Drop in to practice your English conversation skills.

**Everyday English with CACE:** Thursdays 10 am- 12 pm. Beginning on August 18. This English as a second language class focuses on listening to and speaking every day English.

For more details, visit [www.sccl.org/campbell](http://www.sccl.org/campbell) or call (408) 866-1991.

# MEMORANDUM



## CITY OF CAMPBELL City Manager's Office

To: Civic Improvement Commission

Date: August 8, 2016

Via: Al Bito, CIC Staff Liaison *AB*

From: Michael Thomas, Graduate Intern *MT*

Subject: **Art Outside the Box Phase II Fiscal Update**

With all artwork related to Phase II having been completed, staff presents this fiscal update of Art Outside the Box funds to the Commission. To date, 31 contributors including local businesses, service organizations and community members contributed a gross total of \$4,789.26 towards Phase II. This amount reflects the carry-over amount of \$3.26 from Phase I. The net amount less \$312.68 in service fees assessed by the fundraising site Rally.org totaled \$4,476.58.

Total costs for Phase II equaled \$4,510.06, which includes \$3,900 in expenditures for artist honoraria payments and \$610.06 in expenses including anti-graffiti coating and literature promoting the *Call to Artists*. A total of \$113.48 from the Civic Improvement Commission's Special Projects Budget line item for FY 2016/17 is being charged to advance the final artist honoraria payment. Currently, the Special Projects Budget line item is short by \$33.48 after the \$80.00 is credited to this budget line item. Replenishing this amount would enable Phase II to break even. The table below lists Phase II's revenues and costs in summary.

Art Outside the Box Revenue and Cost Summary

Revenues	Amount
Gross Contributions from Sponsors & Donors	\$4,789.26
(Rally.org Service Fees)	(\$312.68)
Net Contributions from Sponsors & Donors	\$4,476.58
Fund Advance from CIC Special Projects Budget Line Item	\$113.48
Balance	\$4590.06
Expenses	
Description	
Artist Honoraria Payments	\$3,900.00
Materials & Supplies	\$610.06
Total	\$4,510.06
(Total Revenues – Total Costs) Balance	\$80.00
Additional Amount to be Credited to CIC Special Projects Budget	\$33.48

# MEMORANDUM



**CITY OF CAMPBELL**  
City Manager's Office

**To:** Civic Improvement Commission

**Date:** August 5, 2016

**Via:** Al Bito, CIC Staff Liaison 

**From:** Michael Thomas, Graduate Intern 

**Subject:** Pilot Beautification Grant Program

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## BACKGROUND:

The City Council expressed its desire to enhance the City's aesthetic quality by developing a pilot beautification grant program as one of its priorities for 2016-2017 during its priorities setting session on January 29, 2016. The City Council has appropriated \$25,000 in funds to support such a pilot program. As a result, the City Council requested that the Civic Improvement Commission develop a policy for this pilot program.

At its regular meeting of May 12, 2016, the Civic Improvement Commission (CIC) amended its FY 17 Major Work Plan to include developing a pilot beautification grant program policy per Council direction. The Commission reviewed a policy framework developed by staff during the Study Session on June 9, 2016 (Attachment 1). During this Session, the Commission discussed the following components:

- Mission statement
- Program goals
- Applicant eligibility and project requirements
- Project information
- Funding
- Application and review process
- Restrictions
- Other Considerations

## DISCUSSION:

The following comments were raised at the June 9, 2016 Study Session:

Chairperson Hoffman suggested that park enhancements, community gardens, and litter "pick-up" events, as well as walking, hiking and biking trail projects be removed from further consideration as these are projects for which the City already provides funding, staff and volunteers. The grant program should include areas that are outside of what the City is normally responsible for. After discussion the Commission concluded schools, various non-profits and homeowner associations should not be eligible for Beautification grant.

As for project funding, Commissioner Zisser suggested defining projects based on their sizes and scopes such as "small" versus "large" projects to determine grant funding levels and also suggested including guidelines when grant recipients must complete projects. The Commission discussed individual grant amounts ranging between \$500 and \$1,500 for small projects and \$1,501 to \$5,000 for large projects. The Commissioners debated the inclusion of a grant

matching requirement. Some neighborhood associations do not collect dues from members, which may make fund matching challenging.

In summary, the Commission recommended that staff consider the following elements for the program:

- Responsibility of on-going maintenance following project completion
- Eligibility of individual homeowners to improve curb appeal vis a vis repairs and nuisance abatement
- Define applicant eligibility including homeowners' associations
- Define "small business," "neighborhood association," and "other organizations"
- Clarify grant funding levels and projects based on size (i.e. large vs. small)
- Grant matching requirements

#### Comparative Research

In seeking information on beautification grant programs in West Valley communities, Commissioners and staff only found informal programs managed by community and neighbor groups that provided a few hundred dollars for small projects such as gardening and planting annual flowers in planter boxes. Therefore, staff researched beautification grant programs in communities beyond the Bay Area and California with the Cities of Aurora, Colorado and Plano, Texas administer well-defined and comprehensive beautification grant programs.

Located in the Denver metro area, Aurora is situated on 154 square miles with a population of 359,407 (2015 Census Bureau estimate). Four full-time staff members administer Aurora's beautification grant program, which offers up to \$60,000 a year to fund neighborhood initiated beautification efforts.

Located in the Dallas metro area, Plano is situated on nearly 72 square miles with a population of 283,558 (2015 Census Bureau estimate). Four full-time staff members administer Plano's beautification grant program including a planning manager, two senior planners and a planning technician. Plano's grant program offers up to \$500,000 in general funds for beautification projects.

Campbell has a population of 41,117 (2015 Census Bureau estimate) over 5.8 square miles with zero dedicated staff currently to administer a beautification grant program.

Staff contacted representatives from Aurora and Plano as part of the follow up research requested by the Commission. Staff is still awaiting information from representatives with Aurora's neighborhood beautification grant program. Staff has learned that grant applications submitted to both programs are subject to a scoring system with the highest possible score being 100 points. The City of Plano's grant guidelines include a scoring rubric to rate applications (Attachment 2). The table below reflects information from Aurora's Neighborhood Services Department (Attachment 3) and responses from staff with Plano's grant program.

Program Area	Aurora	Plano
Responsibility of on-going maintenance following project completion	Grantees are responsible based on agreement.	Grantees are responsible based on agreement.
Eligibility of individual homeowners to improve curb appeal vis a vis repairs and nuisance abatement	Not eligible.	Not eligible. State and local programs at little to no cost exist for low income homeowners to make repairs, upgrades and properties ADA compliant. AARP's Home Repair Accelerator Grants Program helps fund Rebuilding Together Silicon Valley and Habitat for Humanity's 50+ Repair Program (Attachment 4).
Define applicant eligibility including homeowners' associations	Property must be within city limits. At least three households need to comprise an eligible neighborhood group to act as project coordinators.	Property must be within city limits. Neighborhood groups / associations, HOA's and crime watch groups are eligible. PTA's are not eligible.
Are religious groups (i.e. churches) eligible to apply for a grant?	Projects can't be religious or political in nature, but not limited to ballot measures, initiatives and candidates for public office.	Must apply with a neighborhood group and improvement must be in public right-of-way in collaboration with a neighborhood group.
Define "small business," "neighborhood association," and "other organizations"	No mention of small businesses in published materials.	Businesses are not eligible to apply for grants. Other programs exist for small businesses, which are determined by number of employees.
Clarify grant funding levels and projects based on size (i.e. large vs. small)	Up to \$10,000. If the amount of money requested in a single council ward exceeds \$10,000 for all eligible applications submitted, the best qualified applicants will be selected from the entire applicant pool for that ward.	Grant size based on project budget. Small project grant: \$500 - \$2,000. Large project grant: \$2,001 - \$10,000, which are restricted to 501(c)(3) and 528 organizations and neighborhood groups partnered with eligible

		non-profits that act as fiscal agents.
Grant matching requirements	No	50% requirement, which can include cash contributions, donated / discounted materials / services, donated professional services, volunteer labor. Applicants must have a bank account with available funds.
Funding Source	Unknown	General Fund
Funding Cycle	Annual	Bi-annual in spring and fall
Park Enhancements	Unknown	HOA-maintained accessories that are publicly accessible (e.g. gazebo).
Community Gardens	Unknown	Only gardens located on private property.
Litter Pick-up Events	Yes, including along fence lines, major thoroughfares and common areas.	Not covered as social impact grants cover such projects.
Public trails	Unknown	Upgrade rest areas such as benches and foliage, but trails are Parks Dept. realm
Other projects	Adopt a street or bus stop to improve curb appeal	Unknown
Pre-Application Meeting	Yes. Applicants meet with neighborhood liaisons to discuss project scope and eligibility and public ROW access and applicable permitting requirements.	Yes. Applicants meet with neighborhood liaison to discuss project scope and eligibility and public ROW access and applicable permitting requirements.
Post-award notification requirements	A meeting may be scheduled if necessary based on project scope and city requirements.	Awardees must attend a grant management meeting to discuss reimbursement process, cost documentation and reporting; applicable permitting and agreements where applicable and file W-9 form.
Timeline	Yes. Complete projects before October 31.	Yes. Complete large projects in 12 months; complete small projects in

		six months.
Reimbursement	Full reimbursement following project completion. "Before" and "after" photos submitted with receipts / documentation	Full reimbursement following project completion. Partial reimbursement is available at mid-way point where applicable.

**CONCLUSION:**

Staff requests feedback and direction from the Commission for further incorporation into the pilot beautification grant program. The CIC may add, edit or delete language to the above language for the grant program.

Staff recommends the Commission convene one more Study Session to finalize the beautification program for Council's approval.

**Attachments:**

1. June 9 Memo Re: Pilot Beautification Program
2. "Neighborhood Vitality and Beautification Matching Grant Program" Overview / Guidelines and Application , Plano, TX
3. "Neighborhood Beautification Grant Program" Brochure and Application, Aurora, CO
4. Rebuilding Together Silicon Valley Flier



## Campbell's "Art Outside the Box" FINISHED BOXES – Phase II (2016)

In 2016, nine more utility boxes were painted by local artists. Box locations, artist and sponsors are listed below. In addition to sponsors and other donors, all boxes were supported with material donations from Campbell Home Depot.

### 1. Campbell Ave. & Winchester Blvd. (in front of Psycho Donuts)

Artist: Winifred Brown  
Sponsor: Psycho Donuts



### 3. Winchester Blvd. & Rincon Ave.

Artist: Patricia Mulder  
Sponsor: STEM Sustainable Development



### 2. Jeffers Ave. & Campbell Ave. (across from Community Center)

Artist: Lea Joyeaux  
Sponsor: Gridley Company



### 4. Campbell Ave. & San Tomas Aquino (in front of Kelly-Moore Paint)

Artist: Andrew Bayudan  
Sponsor: Ito-Uyeda-Mitchell Family



**5. Hamilton Ave. & Marathon Ave.  
(near Safeway service station)**

Artist: Jennifer Carrier  
Sponsor: Ann Hersoy and  
Ernie Phipps



**7. Hamilton Ave. & Creekside Ave.  
(Hamilton Light Rail station)**

Artist: Pamela Mosing  
Sponsor: Campbell Chamber  
of Commerce and  
Artis Young/Jim Heck



**6. Hamilton Ave. & Llewellyn Ave.  
(next to Little League field)**

Artist: Michelle Munoz  
Sponsor: Campbell Rotary



**8. Bascom Ave. & Apricot Ave.**

Artist: Alexander Holland  
Sponsor: Pam Finch



**9. Winchester Ave. & Hacienda Ave.  
(in front of Exxon station)**

Artist: Irene Bronner  
Sponsor: David & Nancy Sylva



## Finished Boxes Location Map – Phase II (2016)

