



CIVIC IMPROVEMENT COMMISSION
70 North First Street - Campbell, California 95008
Thursday, October 13, 2016 – 7:30 PM
Council Chamber
Regular Meeting Agenda

CALL TO ORDER, ROLL CALL

APPROVAL OF MINUTES

1. Regular Meeting – August 11, 2016*
2. Study Session – August 11, 2016*
3. Regular Meeting – September 8, 2016*
4. Study Session – September 8, 2016*

PRESENTATIONS

COMMUNICATIONS

1. Portals Public Art Proposal
2. City Hall Lobby Art Display

ORAL REQUESTS

REPORTS FROM REPRESENTATIVES

1. Nancy Howe, County Librarian*
2. Peggy Tomasso, Community Librarian*

REPORTS FROM STAFF

1. Kerry Perkins, Senior Museum Supervisor
 - a) Museum Update
2. Al Bito, Staff Liaison
 - a) City Update
 - b) Michael Thomas, Human Resources Assistant
 - i. Neighborhood Association Assistance Grants Application Update

NEW BUSINESS

OLD BUSINESS

1. Approval of FY 17 Social Services Sub Grant funding enhancements*
2. FY 18 & FY 19 Social Service Sub Grants

COMMISSIONER AND SUBCOMMITTEE REPORTS

1. Pilot Beautification Grant Program Policy Development*
2. Commissioners Recognition Dinner

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.

** Indicates written attachment and is available upon request by contacting Diana Johnson at 408-866-2125 or by e-mail dianaj@cityofcampbell.com*



CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

Thursday, August 11, 2016 – 5:30 p.m.

REGULAR MEETING MINUTES

ROLL CALL: The meeting was called to order at 5:34 PM by Vice-Chairperson Zheng.

PRESENT: Commissioners Castleton, Herosy, Zisser, Zheng and Chairperson Hoffman (arrived at 5:45 PM). Staff Liaison Al Bito; Recording Secretary Diana Johnson; and Graduate Intern Michael Thomas.

ABSENT: Commissioners Mitchell and Teeter (Excused).

APPROVAL OF MINUTES:

M/S: Zisser/Castleton: That the minutes from the Study Session and Regular Meeting of June 9, 2016, be approved. Motion was adopted by the following vote:

AYES: Commissioners: Castleton, Herosy, Zheng, Zisser and Chairperson Hoffman

NOES: None

ABSENT: Commissioners Mitchell and Teeter (Excused).

The minutes of the Regular Meeting of April 14, 2016, were not approved as there was no quorum. This item is kept on the agenda for public record.

PRESENTATIONS: There were no presentations.

COMMUNICATIONS: Staff Liaison Al Bito discussed the upcoming free UNSCC Silicon Valley Neighborhood Development "Mini" Training Conference on Saturday, September 24 from 1:00 to 5:00 PM. The event will be held at the Camden Community Center. A flyer detailing the event was included in the agenda packet.

Staff received an e-mail communication from community member Barbara Wade complimenting the artwork of Phase II of the Art Outside the Box public program. Mr. Bito

thanked Commissioners Zisser, Castleton, Teeter and staff for the preparation of the boxes.

ORAL REQUESTS: There were no oral requests.

REPORTS FROM REPRESENTATIVES:

County Library Report: County Librarian Nancy Howe was absent. Chris Brown Griffen, Deputy County Librarian with the Santa Clara County Library District, presented the Santa Clara County Library District's report for August 2016.

Rosetta Stone Online: Added last month, Rosetta Stone is the newest feature to the District's Virtual Library. Residents can now study different languages online by visiting the County's website at www.sccl.org. Lessons progress from basic to complex levels.

Increase In Reader Participation: The SCCLD increased Summer Reading participation by 25% compared to 2015 with the *Read for the Win* program. District branch locations provided creative programming, reading recommendations and enthusiastic support for continued learning for over 25,000 people of all ages with hundreds of programs throughout June and July.

HVAC and Elevator Replacement: The County continues to invest in the Campbell Library facility. The HVAC system and elevator is schedule for replacement, which is about a \$300,000 investment. Additionally, a security guard has been hired to curb any negative behavior, which has resulted in a visible decrease in the amount of incidents observed by library staff.

Campbell Library: Campbell librarian Marlene Iwamoto, Supervising Librarian, Adult & teen Services for Santa Clara County Library District presented the report on behalf of Librarian Peggy Tomasso. Former Community Librarian Jane Cronkhite accepted a position as Associate Director of the Monroe County Public Library in Indiana. The new Campbell Community Librarian, Peggy Tomasso assumed her duties in July.

Library Usage: There was a notable increase of 24% in circulation and 13 % increase in visitors.

Highlights:

Baby Sign Language Class: The Campbell Library is featuring a Baby Sign Language Class. The class meets twice a month at the Campbell Library on Fridays at 11 AM. The Mercury News reported on this program on June 20 in an article titled "Parents Turn to Baby Sign Language to Communicate with Their Little Ones".

ESL Conversation Class: Campbell Library ESL students graduated recently. Classes meet Monday through Thursday from 6:30 PM to 8:30PM.

Summer Reading Program: This summer more than 2,300 adults, teens and children signed up at the Campbell Library to participate in the summer reading challenge, which resulted in a 45% increase from last year.

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 entertained 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 Story time celebrating National Ice Cream Day, and a puppet show by Happy Bright Kids.

Teen: Teenagers learned how to operate drones from master drone operators. The activities encourage young people to explore their intellectual, creative, and artistic interests and to see the library as a vital partner in many endeavors.

Adults: The library offered a series of ukulele classes and 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 were also offered .

Summer Finishing Line: Adults, teens and children who read at least five books during the summer were 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 Friends of the Library book sale on the 2nd Saturday of every month.

Ms. Iwamoto provided information of upcoming classes at the library. For more information, please visit www.sccl.org/campbell

Chairperson Hoffman thanked Ms. Iwamoto for her report.

REPORTS FROM STAFF:

Campbell Museum: Senior Museum Specialist Kerry Perkins presented the museum report.

Summer Wrap up:

Museum Foundation Summer Concert Concession: The Museum Foundation was very successful in raising revenue from summer concert series concession sales. Proceeds from the concessions and sales go toward preservation of the Ainsley House, Education Scholarships for Ainsley House and the Historical Museum field trips, and exhibit funding.

Summer Programs at the Museums: Summer programming at the Historical Museum included fun crafts for kids. Each week featured a theme and visiting families made crafts such as post cards and puzzles, and learned about gold mining.

Pokemon Go Events: The Ainsley House hosted two Pokemon Go events the last week of July.

Exhibits:

New Historical Museum exhibit opening in September: The Historical Museum's latest exhibit *Canneries to Computers* is slated to open on September 17. The exhibit explores the transition from cannery work to computer and high tech work in Campbell and the Santa Clara Valley over the last 100 years. There will be fun interactive features including scent tubes, creating canned label magnet boards, and a work computer that will play computer games from the 1980's such as *Oregon Trail* and others.

Heritage Theater Exhibit Case: *A Day in the Life of a Domestic Servant* exhibit will open at the Heritage Theater exhibit case. The exhibit will be located in the Heritage Theatre lobby this October. Museum Intern Cassandra Carruth, an Anthropologie graduate student from Sand Jose State University, is curating the exhibit in conjunction with the museum as part of a graduate project. The exhibit illustrates the daily life for the Ainsley's live-in maid Marie would have been like.

City Hall Exhibit Case: The 170th Anniversary of the Campbell family coming to California will open in October at the City Hall exhibit case. The exhibit will explore the westward migration of the Campbell family with a focus on the City's founder Benjamin Campbell. October 16 also marks the 190th Birthday of Benjamin Campbell.

Events:

History Happy Hour: History Happy Hour events at the Ainsley House in September & October are scheduled for 5:30 to 7:30 PM. Doors open at 5:30 with presentation at 6:00 PM. Tickets are \$15. Upcoming events include:

- o September 30: Interfaith panel from five major religions will host a discussion on religion and extremism and how communities of faith are affected.
- o October 21: Council Member Mike Kotowski will discuss the growth of Campbell, railroading and other community tales.

Historical Museum: Baseball History and Beer Night: On October 6, Historian Barney Terrell will discuss the early days of baseball when there was the beer and whiskey leagues and players had nicknames.

Education:

The Museum is preparing for the back to school season. Reservations for field trips are filling up for fall and spring events. The field trip tour of the Ainsley House will be revised to engage a mysterious historical aspect to engage student volunteers.

Museum Enhancement:

Garden: The Historical Museum garden is growing in nicely. Once Delphi students are back in session they will complete their work on the plant identification signs and panels.

Public Entrance: The visitor benches and additional public entrance doors of the museum were painted to enhance the public entrance to the building. Signage will be added to the doors to alert the public of the added entrance to the building. Plantings will occur near the parking lot. Staff is also considering artists to paint murals for future enhancement projects.

City Update: Staff Liaison Al Bito reported the following:

Economic Development: The downtown business location previously occupied by vendor 23 Skadoo is being converted into a restaurant. The Jewelry Box jewelry store was sold and the new owner will keep the location as a jewelry store.

Bike Valet – Farmer’s Market: On June 26, the City launched the pilot bike valet program at the Farmer’s Market. The program has been well received due to the number of increased bicyclists visiting the farmer’s market thus increasing demand for parking space. Approximately 50 to 60 bicyclists utilize this free service.

Water Tower Lighting: The Water Tower was illuminated on the evening of August 4 in royal blue light to support the Police Department and the National Night Out event. Positive comments were posted on the City’s social media channels.

Smoking Legislation: A new state law raised the smoking age from 18 to 21 years of age. Campbell Police staff conducted sting operations at local retailers using under-aged decoys. Of the 26 retailers subject to the sting operations, two were cited for misdemeanors.

Water Conservation: The Santa Clara Valley Water District has lowered the water conservation threshold from 30% to 20%. The City will continue its water saving efforts of 30%.

General Plan: The City has created a new application, “Envision Campbell,” to enable mobile device users to access information related to the general plan update process. Users can engage in the general plan update process, by accessing information on meetings and public input. This app is available for Apple and Android phones.

East Campbell Avenue Portals: Mr. Bito expressed his appreciation for the Commissioners, Board Members and dignitaries who attended the dedication ceremony officially opening the East Campbell Avenue Portals. Refreshments were provided by Campbell merchants.

Council Candidates: August 12 was the deadline to receive applications from Council candidates. The City Clerk has received applications from three potential candidates.

City Manager Recruitment: Following the City Manager Mark Linder's retirement announcement this summer, the City Council is recruiting for a new chief executive. The Council has enlisted the help of an executive recruiter to facilitate the recruitment process. The deadline to submit applications is August 31.

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. Thirty-one 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.

NEW BUSINESS: There was no new business.

OLD BUSINESS:

Pilot Beautification Grant Program: Graduate intern Michael Thomas provided a comprehensive memo, which included the City Council's interest to enhance the City's aesthetic quality by developing a pilot beautification grant program and the Civic Improvement Commission's amendment of its FY 17. Major Work Plan to include the development of a pilot beautification grant program policy.

The discussion included comments raised by the Civic Improvement Commission at their June 9 Study Session.

The summarization included the Commission's recommendations and a comparative research, which extended beyond Bay Area communities. The comparative research included information on similar programs in Plano, Texas and Aurora, Colorado.

In conclusion, staff requested feedback and direction from the Commission for further incorporation into the pilot beautification grant program.

Staff requested further direction from the Commission for funding. Staff recommended acting on this policy at the next meeting.

Commissioner Zisser expressed his concern of the lack of interest for business participation. He would like staff to research the inclusion of business participation in

this program and provide examples of other cities that may include this in their program. Mr. Zisser would like further discussion to put a better program together.

Vice-chair Zheng recommended putting together a subcommittee to discuss the pilot program further. Commissioners Zheng and Zisser are available to participate in a subcommittee on this matter. Chairperson Hoffman suggested beginning with Commissioners Zheng and Zisser, and to offer sub-committee roles to Commissioners Teeter and Mitchell.

COMMISSIONER REPORTS:

Art Outside the Box: Commissioner Zisser indicated that all artwork has been completed ahead of schedule. Overall, the program went well, there was positive feedback on the City's social media channels.

Commissioner Herosy expressed her appreciation for the volunteers who participated in the program.

Chairperson Hoffman thanked Commissioners Zisser and Herosy for their coordination and effort in supporting this program.

Chairperson Hoffman inquired whether there was a plan to include all of the art box images online. Commissioner Zisser indicated that he is in the process including all of the boxes online. He also mentioned creating a Google Map detailing the individual locations of each art box.

Chairperson Hoffman asked how many boxes are available for future projects. Commissioner Zisser indicated that 12 utility cabinets could be painted as part of future phases. There are approximately 35 utility cabinets in the City.

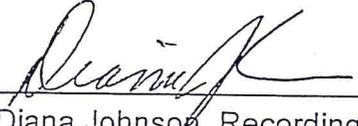
Staff Liaison Bito indicated that staff is contemplating a Council Meeting date for a brief presentation of the art box program and will follow-up with the Commission once confirmed.

ADJOURNED:

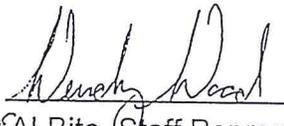
Chairperson Hoffman adjourned the meeting at 6:22 PM.

The next regular meeting of the Civic Improvement Commission is scheduled for Thursday, September 8, 2016, at its regular time of 7:30 PM in the City Council Chamber, Campbell City Hall 70 N. First Street, Campbell, California.

Respectfully submitted,



Diana Johnson, Recording Secretary

 City Clerk

Al Bito, Staff Representative



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

Thursday, August 11, 2016 - 6:30 p.m.

Doetsch Conference Room

Study Session Minutes

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

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

Absent: Commissioners Mitchell and Teeter (Excused).

New Business: There was no new business

Old Business:

Review Dispersal of \$10,000 Sub Grant Enhancement for FY 16/17: Mr. Bito indicated that the Civic Improvement Commission expressed interest of having additional social service sub grant funding available. Staff proposed their recommendations for additional funding to City Council and City Council supported staff's recommendation, and approved an additional \$10,000 to augment the existing \$50,000 for FY 16/17.

Mr. Bito introduced Senior Services Manager, Tina Wong-Erling to provide information in this issue. Ms. Wong interacts with the agencies that receive sub-grant funding and provided backgrounds and overviews of the agencies and the services that they provide.

The purpose of this meeting was to discuss and provide information about the program and discuss how the Commission wishes to award the additional \$10,000 in sub-grant funding. The Commission may agendaize this business item for a future study session or for formal approval at either its September or October regular meeting.

Chairperson Hoffman asked if other options existed aside from the existing groups who may benefit from the sub-grant funding, such as community youth. Mr. Bito indicated that because the grant cycle is in its second year of a two year process, the augmented funds need to be allocated to the existing grantees because they have been through noticing process and public hearings that resulted in CIC approval. Therefore, it is equitable to only notify the existing grantees. For the upcoming two-year cycle, Mr. Bito will be partnering with the Youth Commission to reach out to the youth within the Campbell community.

Commissioner Zisser asked for clarification of the additional funding and whether the funding was for the current cycle only? Mr. Zisser also inquired whether the grant funding was specifically earmarked for the existing social services agencies, or could it be transferred to another City program. Mr. Bito indicated that the existing grant funding was earmarked for the existing recipients of this grant funding cycle.

Mr. Bito replied that the grant funding could only be utilized for the existing social service agencies. If the Commission wanted to utilize these funds outside of the existing agencies, Council approval is required.

Zisser inquired about the scholarship program at the Campbell Community Center possibly utilizing the additional grant funding. He suggested researching other agencies that may benefit from the grant funding.

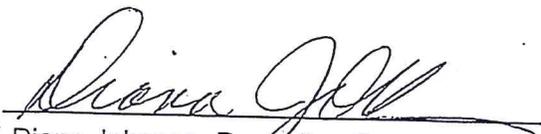
Chairperson Hoffman inquired as to when sub-grant recipients were notified of the additional funding. Staff informed grantees of the additional \$10,000 in funding on August 5. Staff further requested that each grantee contact City staff and explain how the additional funds would be provided such as additional hours or services per Campbell client. Of the seven agencies contacted, only two responded. Responses were distributed to the Commission.

Commissioner Zheng recommended continuing this item for further discussion at a future study session. Chairperson Hoffman suggested that staff contact the grantees to ascertain their interest. The deadline to respond would be August 30.

Chairperson Hoffman thanked Ms. Wong for her information.

Public Comment: There was no public comment.

The meeting was adjourned at 6:45 PM


Diana Johnson, Recording Secretary


for Al Bito, Staff Representative



CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

Thursday, September 8, 2016 – 7:30 PM

REGULAR MEETING MINUTES

- ROLL CALL: The meeting was called to order at 7:30 PM by Chairman Carol Hoffman.
- PRESENT: Commissioners: Carpenter, Teeter, Zisser and Chairperson Hoffman; Staff Liaison Al Bito and Recording Secretary Diana Johnson
- ABSENT: Commissioners: Herosy, Souza (Castleton) and Zheng (Excused).
- APPROVAL OF MINUTES:
Due to the lack of quorum, the Regular Meeting minutes of April 14, 2016, have not been approved. Following staff's consultation with the City Attorney and City Clerk, the City Attorney has recommended that it would be appropriate to approve the Regular Meeting minutes of April 14, 2016, at the September 8, 2016 meeting.
- M/S: Teeter/Zisser: That the minutes from the Regular Meeting of April 14, 2016, be approved. Motion was adopted by the following vote:
- AYES: Commissioners: Teeter, Zisser and Chairperson Hoffman
- NOES: None
- ABSENT: Commissioners: Herosy, Souza (Castleton) and Zheng (Excused)
- ABSTAIN: Commissioners: Carpenter
The minutes of the Regular Meeting of August 11, 2016, were not approved as there was no quorum. This item is kept on the agenda for public record.
Chairperson Hoffman welcomed new Civic Improvement Commissioner Carpenter to the Commission. She also welcomed newly appointed Campbell Librarian Peggy Tomasso.
- PRESENTATIONS: There were no presentations.
- COMMUNICATIONS: There were no communications.

ORAL REQUESTS: There were no oral requests.

REPORTS FROM REPRESENTATIVES:

County Library Report: County Librarian Nancy Howe was absent. There was no report.

Campbell Library: Campbell Librarian Peggy Tomasso provided a brief overview of her career prior to her service in Campbell. She announced that the Library will be closed October 14th for staff development. Ms Tomasso reported the following:

Black Forest Hills: Library Children's staff members visited Black Forest Hills', "Back to School" social and met with 200+ students and their parents. Staff was able to make library cards, distribute new booklists and educate the parents of the library services available to the students.

Rosetta Stone: The August 19th issue of the Campbell Patch reported the Campbell Library's offering of free access to the interactive language learning service Rosetta Stone resulting in several new patrons using the library.

Ms. Tomasso also provided information on upcoming classes at the library. For more information, please visit www.sccl.org/campbell.

Chairperson Hoffman thanked Ms. Tomasso for her report.

REPORTS FROM STAFF:

Staff Liaison Al Bito introduced Skip Frenzel, who was appointed by the City Council as Campbell's official representative to the Silicon Valley Council on Aging. Mr. Frenzel reported that services are now being contracted by Sourcewise Community Resource Solutions. Mr. Frenzel indicated that he and volunteers have been working as an advisory committee to develop a draft "Area Plan" which would provide adults and their caregivers the tools and services they need to evaluate their health and life options through education and advocacy. More information of the "Area Plan" is available at www.mysourcewise.com. Mr. Frenzel announced that he will term out his six year tenure in June.

Campbell Adult Center: Senior Services Supervisor, Tina Wong-Erling recognized Mr. Frenzel and thanked him for his service. She also welcomed the newly appointed Commissioner Carpenter to the Commission and presented the Campbell Adult Center Division report. Ms. Wong-Erling reported the following:

Stroke Awareness Seminar: In recognition of National Stroke Awareness Month in May, the Adult Center and the Pacific Stroke Association co-sponsored "What You Need to Know about Strokes." A stroke survivor presented an overview of strokes including risks, prevention and responding to someone experiencing stroke symptoms. The event was a success in reaching out and educating participants on stroke awareness.

Trailblazer Story Contest & Event: In the spirit of this year's Older American Month Theme "Blaze a Trail," the Campbell Adult Center held a story contest. Participants submitted short stories of how they had "blazed a trail" as an older adult. Stories were judged by three retired teachers and prizes were awarded in the following three different categories: "Most Compelling," "Most Inspirational," and "Most Theme-Oriented." On June 3, the Adult Center held an event to recognize all the winners and contestants.

New Case Manager: The Adult Center received a one-time funding outlay in FY 16/17 to pilot an expanded model of Case Management. Case Management is the coordination of supportive services to help seniors maintain independence. Mary Morales has been appointed to the Case Manager position. Ms. Morales San Jose State graduate with extensive experience providing counseling and crisis intervention to youth and families. Ms. Morales said she is eager to broaden her clinical skills by working with older adults.

City Update: Staff Liaison Al Bito reported the following:

State of the City: Mr. Bito invited the Commission to the upcoming State of the City event scheduled for September 22. Mayor Baker will provide an update and overview of the State of the City.

Candidate Forums: A candidate forum hosted by the League of Woman Voters for the City of Campbell's Council candidates is scheduled for 7:00 pm on September 19; a forum for Senate District 15 will be held at 7:00 PM on September 29; a Council candidate forum by the Chamber of Commerce is scheduled for 5:30 pm on October 3. The foregoing forums will be held in the City Council Chambers at City Hall.

The Jewel Box: The former Jewel Box store located at 350 E. Campbell Avenue, was purchased by Jeffrey's Diamonds.

Steak and Shake: Construction has begun on this site at Lloyd's Square with the restaurant expected to be open by the end of the year.

Heritage Theatre: Roberta Flack has cancelled her appearance for November 3 as part of the Heritage Theatre's 2016-17 concert season. The Pointer Sisters will be performing on November 4.

Bike Valet Pilot Program: Bike Valet service continues to be a success for the Farmer's Market. There is discussion of possibly relocating the bike coral to accommodate the growing demand for this service.

Chairperson Hoffman thanked Mr. Bito for his report.

NEW BUSINESS:

Neighborhood Association Assistance Grant: The draft application for the Neighborhood Association Assistance Grant was included in the packet for review and approval by the Commission. An overview of the program was provided by staff to Commissioner Carpenter.

M/S: Teeter/Zisser: To approve the Neighborhood Association Assistance Grant application with the updates. Motion was adopted by the following vote:

AYES: Commissioners: Teeter, Zisser, Carpenter and Chairperson Hoffman

NOES: None

ABSENT: Commissioners: Herosy, Souza (Castleton) and Zheng (Excused)

OLD BUSINESS:

Pilot Beautification Grant Program: Staff recommended establishing an *ad hoc* Beautification Grant Sub-Committee. Staff also recommended a second motion to appoint the Sub Committee.

M/S: Teeter/Zisser: To establish and appoint a short-term Beautification Grant Sub-Committee. Motion was adopted by the following vote:

AYES: Commissioners: Teeter, Zisser, Carpenter and Chairperson Hoffman

NOES: None

ABSENT: Commissioners: Herosy, Souza (Castleton) and Zheng (Excused)

COMMISSIONER REPORTS:

Art Outside the Box: Commissioner Zisser indicated that he provided an update of Phase Two of the Art Outside the Box program to City Council during its regular meeting on September 6th. Artwork on all boxes has been completed, coated with the anti-graffiti coating and labeled with the artists' and sponsors' names.

ADJOURNED:

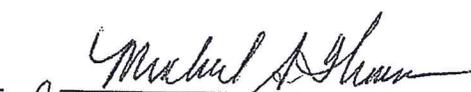
Chairperson Hoffman adjourned the meeting at 8:06 PM.

The next regular meeting of the Civic Improvement Commission is scheduled for Thursday, October 13, 2016, at its regular time of 7:30 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, September 8, 2016 - 6:30 p.m.

Council Chambers

Study Session

Call to Order: Chairperson Hoffman called the meeting to order at 6:30 PM

Present: Commissioners Carpenter, Teeter, Zisser and Chairperson Hoffman; Staff Liaison Al Bito and Recording Secretary Diana Johnson

Absent: Commissioners Herosy, Souza (Castleton) Zheng (Excused).

Oral Requests: There were no oral requests.

New Business:

Pilot Beautification Grant 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.

Under the Commission's request, staff provided data relating to various Beautification Programs from the following agencies: Santa Cruz, Newport Beach, Dublin and Plano, Texas. The information included major roles for the program, common incentives with respect to grant funding, homeowner responsibility, litter pickup events and graffiti cleanup.

Chairperson Hoffman indicated that it was important to get community input from the downtown businesses and neighborhoods. Due to the time constraints, she suggested keeping it simple and working with the businesses first. She recommended excluding park enhancements, community gardens, litter "pick-up" events, walking, hiking and biking trail projects 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 Zisser indicated that some programs required matching. He found that various agencies incorporated "in-kind" matching in their neighborhood grant programs wherein applicants can trade labor (i.e. sweat equity) for dollars. The Commission was in favor of "in-kind" donations for the neighborhood grant applications and matching for the business grant applicants.

The Commission recommended clarifying what will be considered beautification in the program. This program should include projects that would discourage graffiti. Some cities include murals and artwork as part of their programs. An "art component" could be included wherein the artists from the Art Box program could be considered.

The Commission discussed that a maintenance agreement should be incorporated into the program wherein the grant recipient is required to maintain the approved beautification project. The agreements should be kept on file.

Commissioners Zisser, Herosy, Teeter and Zheng expressed an interest in participating in the sub-committee.

The Commission recommended a comprehensive program covering all of the contingencies presented to City Council. They also recommended that the sub-committee attain community input from the neighborhoods and downtown businesses and reaching out via Social media (i.e. Next Door) to promote the program.

Chairperson Hoffman recommended the sub-committee convene in October to submit a draft policy for the Commission's review in November so that a final draft for Council's review and approval in December.

FY2017 Sub-Grants \$10K Funding Enhancement: Staff Liaison Al Bito reported that the recipients of Social Service Sub Grant funding were contacted and asked to submit their requests for the funding enhancement by August 31. Two of the seven agencies responded to staff's request.

Live Oak Adult Day Service: Did not specify a dollar amount; however they indicated that the money received will be used to enhance the quality of life for frail, dependent, at risk seniors of Campbell. The additional funds will help increase their services exponentially over their current contract with the City based upon funding awarded.

St. Vincent de Paul Society - St Lucy Conference: Requested \$5,000. Additional funds will provide additional financial assistance in the form of utility vouchers, food assistance and extra holiday meals during Thanksgiving.

Staff suggested that the Commission focus on the two agencies and not utilize complete funding. The remaining funds would be rolled over to next fiscal year.

After further discussion, the Commission recommended allocating the full \$10K to both agencies providing \$5K to each agency and to confirm with each agency that this is a one-time enhancement. They further recommended making a motion for the distribution during the October 13 business meeting.

Public Comment: There was no public comment.

The meeting was adjourned at 7:24 PM



Diana Johnson, Recording Secretary



Al Bito, Staff Representative



October 2016
Commission Report
Nancy Howe, County Librarian

Upcoming JPA and Finance Committee Meetings

SCCLD's Joint Authorities Board (JPA) will meet on Thursday, October 27, at 1:30 p.m. at the Services and Support Center, 1370 Dell Avenue, Campbell. The agenda will include election of 2017 officers, presentation of the 2015-2016 financial and services reports, executive summary of the customer satisfaction survey, consideration of the transfer of the Whipple Fund to the Los Altos Library Endowment and the recommendation from the funding formula review committee. The full agenda will be posted in advance of the meeting at each library location and on our website. The Finance Committee will meet on Tuesday, October 11, at 3:00 p.m. also at the Services and Support Center. Both meetings are open to the public.

Milpitas City Council and North County Library Authority decide to fund additional library hours

The Milpitas City Council voted unanimously to fund both restored library hours that were cut in 2012 and also increase to 71 hours per week. When presented with the results of a survey of Milpitas library patrons indicating which additional open hours they would prefer, the Council responded to bring the hours up to the highest level of any SCCLD. The North County Library Authority also voted unanimously to add 5 additional hours per week to the Los Altos Library schedule bringing them to 71 hours per week also. Staff is working on the plans to implement the new hours. We are thrilled by the strong show of support for library access in our communities.

Staff Development Day: All libraries closed on October 14

Every two years the Library District invites all of our 400 staff to gather and focus on customer service, new trends, and communication. This year the Library will hold Staff Development Day on Friday, October 14, 2016. All District libraries will be closed on this day. As one of the highest rated libraries in the nation and at a time of great change within the library field, we are committed to continuous professional development of our talented and committed staff. We need to stay aware of national trends, reports, and skills. While we send staff to classes, workshops, and conferences each year, Staff Development Day allows all of our colleagues to collectively learn together and build our team.

SCCLD awarded Touchpoints Training grant

SCCLD has been selected for an exciting training through the California State Library, *Touchpoints in Libraries*, developed by the renowned pediatrician T. Berry Brazelton's Touchpoints Center in Boston's Children's Hospital and librarians from all parts of California. The *Touchpoints in Libraries* training provides a map for library staff to understand children's behavioral and emotional development, as well as identify opportunities and strategies to connect with and support families through routine library interactions, programs and services.

The *Touchpoints in Libraries* training - funded through the State Library - is a three-day program in April 2017 offered for 26 library staff members, and valued at \$31,000. The specific Touchpoints principles and assumptions taught allow library staff to create meaningful connections with families, maximize the effectiveness of their library interactions, and build a strong community of library patrons and partners. SCCLD was one of nine libraries awarded this grant from among 51 applicants.

Santa Clara County Library District libraries play a key role in the community as providers and supporters of early learning. Our system, which focuses on helping young children thrive and be ready to learn is supported by the Every Child Ready to Read campaign integrated into numerous story times, classes, a 1000 Books before 6 program, and our strong collection for both children and the adults in their lives.

Milpitas Library Pilots Charging Stations



Library users now have another reason to spend more time at their library. Milpitas Library is piloting a new service: Charging Stations. Six Charging Stations were installed in September. If a patron's mobile phone, tablet, or other device's battery runs low, they can use a Charging Station's cables, USB ports, or power outlets to charge it. This helps the patron enjoy their library visit longer. Charging cables are compatible with Apple, Android, and other companies' mobile devices. The community's response to the service will

shape next steps for the project, including future enhancements and expanded locations for the stations.

Steve Fitzgerald recognized as Employee of Excellence by Santa Clara County

On Monday, August 15, Milpitas Library's Community Librarian, Stephen Fitzgerald, was recognized with an Employee Excellence Award by the Santa Clara County Board of Supervisors and County Executive, Jeff Smith.



Pictured: library colleagues and family with Steve. Congratulations, Steve!

Campbell Library, October 2016

Top 10 Adult Titles in July 	Top 10 Teen Titles in July 	Top 10 Children's Titles in July 
Girl on the train by Paula Hawkins	Eleanor & Park by Rainbow Rowell	Waiting is not easy! by Mo Willems
Fool me once by Harlan Coben	Fahrenheit 451 by Ray Bradbury	I am going! by Mo Willems
All the light we cannot see by Anthony Doerr	Pride and prejudice by Jane Austen	I really like slop! by Mo Willems
The Crossing by Michael Connelly	Looking for Alaska by John Green	Big Nate blasts off by Lincoln Peirce
Nightingale by Kristin Hannah	Breaking through by Francisco Jimenez	My friend is sad by Mo Willems
Eligible by Curtis Sittenfeld	The Crown by Kiera Cass	Watch me throw the ball! by Mo Willems
Martian by Andy Weir	Great Gatsby by F. Scott Fitzgerald	A big guy took my ball! by Mo Willems
After you by Jojo Moyes	Bleach. 67 Black by Tite Kubo	I am invited to a party! by Mo Willems
15 th affair by James Patterson	1984 by George Orwell	I broke my truck! by Mo Willems
Nest by Cynthia D'Aprix Sweeney	Catcher in the rye by J.D. Salinger	I will surprise my friend! by Mo Willems

There were a couple of interesting titles to note in the summer reading bestseller lists. The teens were already getting ready for the new school year - there are lots of classics on their list. The children's top 10 list has 9 titles by Mo Willems - and if you are not familiar with his books - he is the new Dr. Seuss in terms of great books for beginning readers and wrote the Caldecott Honor book: Don't let the pigeon drive the bus. Only 4 other children's authors made the top 20, and they were Lincoln Peirce (Big Nate books), J. K. Rowling (Harry Potter), Rick Riordan (Lightning Thief series), Jeff Kinney (Whimpy Kid) and Geronimo Stilton.



Library Use

	August 2016	August 2015
Adult Circulation	30,364	36,362
Children Circulation	27,681	25,708
Total Circulation	58,045	62,070
Programs	61	44
Program Attendance	2,115	1,584
New Library Cards	370	268
Number of Visitors	21,889	23,803
Volunteer Hours	399	309

Highlights

Campbell Features – September - May

Children in grades 1-8 sign up to read books in featured genres, answer a question about each book, then receive a sticker for each book they read up to a total of 8 books. For every 4 stickers they earn children get to pick a free book .

Campbell Library will be celebrating all of our WONDERFUL VOLUNTEERS on Wednesday, November 9 from 3-4. If you are able to attend please RSVP to Peggy at ptomasso@scccl.org or call me at 408-866-1991 ext. 3200. As usual we will have some great food and wonderful people to share it with.

Upcoming Events

Children & Families

Lego Club (K- 5 th grade)	Mondays	4:00 pm
Family Story Time	Tuesdays	7:15 pm
Toddler Story Time (ages 1-3)	Wednesday	10:30 am
Preschool Story Time (ages 3-5)	Thursdays	10:30 am
Baby Time (0-18 months)	Fridays	11:00 am

Books and Art: If You're a Monster and You Know It: Come and make a collage monster based on the book by Ed Emberely, "If You're a Monster and You Know It." Wednesday, October 12th at 3:30 pm.

Sing, Play, Learn with Kathy Reid-Naiman, winner of Parent's Choice Award in 2011 and 2012, as well as Gold Parent's Choice award. A concert for young children and their caregivers. Thursday, October 20th at 10:30 am.

Teens

Teen Gaming Space Wednesdays from 4:00 – 6:00 pm. All things videogames await you.

Afterschool Study Sessions Thursdays from 4:00 – 6:00 pm

Zumba for Families ages 14 and up Saturday, October 15 & 20 from 10:05 am - 11:05 am

Adults

Images of Turkey Tuesday, October 18th 7:15 pm - 8:30 pm

Design Your Native Plant Garden for Year Round Color, Wednesday, October 26th 7:00 pm - 8:30 pm

Ballot Propositions: the Pros and the Cons: Saturday October 29th at 10:30

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

The library will be closed on:

October 10 for Columbus Day

October 14th for Staff Development Day



City of Campbell
INTEROFFICE MEMO

TO: Civic Improvement Commission
FROM: Diana Johnson, CIC Recording Secretary
DATE: October 7, 2016
SUBJECT: FY 2016/17 Social Services Sub-Grant Enhancement

That the Civic Improvement Commission make a motion for the distribution of the additional Sub-Grant funding during their October 13 business meeting.

BACKGROUND:

As recommended by the Civic Improvement Commission, the City Council appropriated \$50,000 in Social Services Sub-grant funding for the current year to support Santa Clara County social services agencies. In FY 16/17 Council authorized an additional \$10,000 in Social Services Sub-grant funding.

At the August 11 Study Session, staff recommended that the Civic Commission review and discuss how it wishes to award the additional \$10,000 in Sub-grant funding.

The Commission directed staff to contact the seven social sub-grant recipients to inquire how they would spend the \$10,000 enhancement. Two of the seven agencies, St. Vincent DePaul Society/ St. Lucy Conference and Live Oak Adult Day Service, responded to staff's request and provided an overview of how their agencies would utilize the additional funding.

After further review and discussion the Commission recommended allocating the full \$10,000 evenly to Live Oak Adult Day Service and St. Vincent DePaul Society/St. Lucy Conference by providing \$5,000 to each agency.

The Civic Improvement Commission further recommended that staff confirm with each agency that this is a one-time enhancement.

MEMORANDUM



City of Campbell
City Manager's Department

To: Civic Improvement Commission

Date: October 7, 2016

From: Al Bito, Staff Liaison *AB*

Via: Michael Thomas, Human Resources Assistant *MT*

Subject: Pilot Beautification Grant Program Policy Development

Background

Staff requests that the Civic Improvement Commission (CIC) note and file this progress report on the pilot Beautification Grant Program. Since its formation at the CIC's meeting on September 8, the Sub-committee has met twice (September 20 & October 4) to further refine and develop the pilot beautification grant program policy.

Discussion

CIC Meeting—September 8, 2016

At its regular meeting on September 8, the CIC discussed clarifying what exactly would be considered "beautification" with possibly including graffiti removal and artwork as beautification projects. The CIC expressed preference for requiring grant recipients being responsible for on-going maintenance of projects. Staff is to provide a draft policy and application for the CIC's consideration. The CIC requested that the sub-committee obtain input from representatives in the business community and neighborhoods about their potential grant needs.

Chairperson Hoffman recommended the sub-committee convene in October to submit a draft policy for the Commission's review in November so that a final draft could be submitted for Council's review and approval in December.

Sub-committee Meeting—September 20, 2016

During its meeting on September 20, the committee expressed its support of using elements of Plano, Texas' Neighborhood Vitality and Beautification Matching Grant Program in Campbell's pilot program. The sub-committee preferred a two-tiered funding level approach. Tier one would range from \$500 to \$1,500 while tier two would range from \$1,501 to \$5,000 with grant matching required for tier two. Fund matching can include donated or discounted materials and professional services and volunteer labor in addition to cash. All projects should be subject to federal, state and local rules, regulations, ordinances and permits.

The sub-committee discussed how to facilitate the application process: should applications be accepted and reviewed on a first-come-first served basis or should a defined application period be utilized? The committee discussed excluding homeowners associations and multi-unit housing communities that collect fees for

maintenance services in common areas. The committee discussed including businesses, churches and other organizations and eligible applicants.

The sub-committee requested that staff research the following:

- Living wages and general liability insurance
- Multiple bids for project costs
- Feedback from the Chamber of Commerce, Downtown Campbell Business Association and neighborhood associations

Sub-committee Meeting—October 4, 2016

City staff and the sub-committee reviewed a working draft of the beautification grant policy and amended its language. Staff reported that it is recommended that grantees acquire general liability insurance coverage for any grant funded projects they would undertake. Project costs above \$1,500 would require competitive bidding. Projects would need to follow established laws regarding local prevailing wages. Staff will provide a revised draft policy to the sub-committee on Thursday, October 20, 2016.



**City of Campbell
INTEROFFICE MEMO**

TO: Civic Improvement Commission
FROM: Diana Johnson, Recording Secretary
DATE: October 10, 2016
SUBJECT: Civic Improvement Commission/Museum Report October 2016

Please find attached the Museum Report for October 2016 for your review.

Please be advised that, Senior Museum Supervisor, Kerry Perkins will not be available to present the report to the Commission on October 13, 2016.

Civic Improvement Commission / Museum Report October 2016

Exhibits:

NEW Historical Museum exhibit Open:

The Historical Museum's latest exhibit: Canneries to Computers is Open. The exhibit explores the transition from cannery work to computer/ high tech work in Campbell and the Santa Clara Valley over the last 100 years. There has been positive feedback from school groups as well as museum visitors. There are fun interactives such as scent tubes, create your own canned label magnet board, and a work computer that has a code game which allows visiting students and guests to set a secret code that can then be deciphered by the next visitor.

Events:

History Happy Hour 2016:

History Happy Hour at the Ainsley House—For September & October

- October 21: Council Member Mike Kotowski, Ferroequinologist, Artist, and Historian, Michael F. Kotowski, takes us on a 139 year historic trip from the first train to enter the town; how Campbell got its name, got its fame, and became the “Light Rail Terminus City” it is today. Council Member Kotowski will provide stories regarding the Orchard City, and the technologies created here, that have allowed California to become the eighth greatest economy in the world. Included in his presentation will be his original art work, art prints, maps, books and publications that he has illustrated covers for that are relevant to his program. Doors open at 5:30/ presentations begin at 6pm

Spooky Night:

The Historical Museum will host its 14th annual Spooky Night. The evening has always held in conjunction with downtown Campbell's Creepy Crawly trick-or-treating, however, this year the Creepy Crawly was moved to coincide with the Sunday Farmer's Market street closure. The Historical Museum is continuing with the spooky night event and hopes that kids and families come down and enjoy a Friday before Halloween event despite no trick or treating. Spooky Night will offer crafts and activities for kids of all ages. The event is from 2-6pm with admission of \$5 for ages 3 and up, Museum Members are free.

The Museum is gearing up for schools to be back in session and field trip to begin. Reservations have already begun and are filling up for fall as well as spring. The Ainsley House field trip will

Campbell Museums Archive Crawl:

Join the Campbell Historical Museum and Ainsley House during the first Santa Clara Valley Archive Crawl on Saturday, October 22, 2016 and learn more.

On this day, when you visit any of the two museums and any of the other participating nine locations around the Bay, be on the lookout for special displays and programs!

For more information about this event and about the other participating locations, please visit: <https://www.sjpl.org/blog/santa-clara-valley-archives>.

Both museums will be open that Saturday from 12 to 4 PM.

Ainsley House Holidays:

Once again the Ainsley House will be decked out in beautiful Holiday decorations throughout the historical home. The House will offer public tours, a Holiday Boutique, Photos with Santa Claus, Holiday Tea and Tours, and two evening Open House Events.

Important Dates to plan for:

- **November 17-December 18:** Ainsley House Open for Public Tours
 - Hours: Thursday-Sunday/ 12-4pm
 - Admission prices: \$10 Adults (18-65)/ \$8 Seniors (65+)/ \$6 (7-17)/ under age 6-Free/ Museum Member Free with coordinating Membership package
- **November 17-December 18:** Holiday Boutique open for holiday shopping
 - Open During Public Tour Hours ONLY
- **November 26:** Photos with Santa
 - Information available Oct 1.
- **December: Nov 30, Dec 1, 2, 3, 4, 6, 7, 8, 9, 10:** Holiday Tea and Tours
 - 12pm Tea Time/ Tour to follow
- **December 15 & 18:** Holiday Evening Open House Events
 - Hours: 5:30-8pm
 - Admission \$10/ Museum Members, \$15/ General Public