



CIVIC IMPROVEMENT COMMISSION
70 North First Street - Campbell, California 95008
Thursday, November 10, 2016 – 7:30 PM
Council Chamber
Regular Meeting Agenda

CALL TO ORDER, ROLL CALL

APPROVAL OF MINUTES

1. Regular Meeting – October 13, 2016*

PRESENTATIONS

1. UNSCC Information Update

COMMUNICATIONS

ORAL REQUESTS

REPORTS FROM REPRESENTATIVES

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

REPORTS FROM STAFF

1. Tina Wong-Erling, Senior Services Supervisor*
 - a) Adult Center Update
2. Al Bito, Staff Liaison
 - a) City Update
 - b) Commissioners Recognition Dinner
 - c) FY 2017 Civic Improvement Commission Major Work Plan Item*

NEW BUSINESS

1. FY 2017 Neighborhood Assistants Grants – Applications Received*
2. Adoption of Pilot Beautification Program*

OLD BUSINESS

1. Farmer Statue Proposal*

COMMISSIONER AND SUBCOMMITTEE REPORTS

1. Youth Commission Proposed Job Fair – February 2017

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, October 13, 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, Souza, Zisser, Herosy, Zheng and Chairperson Hoffman; Staff Liaison Al Bito and Acting Recording Secretary Michael Thomas, Recording Secretary Diana Johnson (Excused)

ABSENT: Commissioners: Teeter (Excused).

APPROVAL OF MINUTES

M/S: Herosy/Zisser: That the minutes from the Regular Meeting of August 14, 2016, be approved. Motion was adopted by the following vote:

AYES: Commissioners: Carpenter, Souza, Zisser, Herosy, Zheng and Chairperson Hoffman

NOES: None

ABSENT: Commissioners: Teeter (Excused)

M/S: Zisser/Souza: That the minutes from the Regular Meeting of September 8, 2016, be approved. Motion was adopted by the following vote:

AYES: Commissioners: Carpenter, Souza, Zisser, Herosy, Zheng and Chairperson Hoffman

NOES: None

PRESENTATIONS: There were no presentations.

COMMUNICATIONS:

Portals Public Art Proposal:

Staff Liaison Al Bito received a proposal from a member of the Downtown Business Association who knows an artist that specializes in murals. The artist is proposing painting a mural on the interior walls of portal tunnels located on E. Campbell Avenue. However, Mr. Bito reported the internal tunnel walls are the under the jurisdiction of the

California Department of Transportation (Caltrans), so this proposal would require an additional review step. There has not been any internal staff review of the proposal.

Commissioner Zisser requested that staff review the public art policy internally as the art policy has guidelines for accepting these types of projects on public property then discuss next steps at the next CIC meeting. Commissioner Zisser inquired if the Council Policy on Public Art is posted on the website.

Commissioner Herosy inquired if \$25,000 allocated by the City Council for a pilot beautification grant program could be appropriate for the mural to be considered as a potential grant-funded project.

The Commission requested that staff review the City Council Policy on Public Art and see if it would apply to this request and notify the Commission.

City Hall Lobby Art Display

Staff received a request from San Jose-based mental health advocacy group Momentum. This organization would like to utilize City Hall's lobby to display exhibits to raise awareness about mental health. The exhibits are self-portraits of people suffering from mental illness. Currently, Campbell Library and Los Gatos Town Hall among other public buildings have similar exhibits displayed in their facilities. Campbell currently posts student artwork provided by the Santa Clara County Office of Education.

Staff indicated that the City Council Policy on Public Art is applicable for artwork proposed for City property located in outdoor locations that is viewable and accessible in the public right-of-way. As a result, the Commission determined it has purview over proposed public art displays outside of City facilities while City staff should have ministerial authority on proposed artwork within City facilities. The petitioner (Momentum) would like a response from the City by January, during which mental health is recognized.

The CIC requested staff contact other communities that have displayed this type of artwork, what process was applied, and confirm that similar artwork displayed in other cities is in fact located in their city halls. The Commission further requested that staff fully vet the proposal by applying the Council Policy on Public Art.

County Librarian Nancy Howe stated that the Santa Clara County Library District has a policy for displaying artwork at its facilities. Ms. Howe further indicated that the Library District has a bulletin board policy and can provide the policy to Campbell. Mr. Bito reported that the City is currently developing policies for posting third party literature and displaying art exhibits. This draft policy, although not finalized, can be a tool to provide guidance for this request.

ORAL REQUESTS: There were no oral requests.

REPORTS FROM REPRESENTATIVES:

County Library Report: County Librarian Nancy Howe reported that the Milpitas City Council approved an increase of library hours to 71 hours per week and the North County

Library Authority also voted to add five additional hours per week to the Los Altos Library schedule. The Los Altos branch's new hours are 10 AM to 9 PM Monday through Thursday and 10 AM to 7 PM Friday, Saturday and Sunday.

All libraries will be closed Friday, October 14 for staff development, which occurs every two years.

The District's Milpitas branch is piloting charging stations that enable library patrons to charge their electronic mobile devices for free while they are utilizing the library services.

Ms. Howe reported that the elevator and HVAC system at the Campbell Library will need to be replaced. The existing elevator is not ADA compliant and has failed inspection. Ms. Howe Reported that replacing the elevator is the Library District's responsibility while replacing the HVAC system is the City's responsibility. The City and library staff members are collaborating on both projects with completion anticipated in the next five months. The Library District intends to keep the Campbell Library open during construction.

Campbell Library Report: Campbell Librarian Peggy Tomasso provided a brief overview of the teen summer reading schedule and upcoming events and classes.

On Wednesday, November 9, the Campbell Library will be celebrating and recognizing its volunteers for their contributions.

Ms. Tomasso shared upcoming events scheduled for the Campbell Library that include:

- "Books and Art Wednesday" on October 12
- Teen Gaming Space every Wednesday
- After school study sessions every Thursday

Chairperson Hoffman thanked Ms. Tomasso for her report.

REPORTS FROM STAFF:

Kerry Perkins, Museum Specialist: Kerry Perkins was unavailable to present her report. The museum update was presented as a Desk Item and reviewed by the Commission. There were no questions or comments on the report.

City Update: Staff Liaison Al Bito reported that City Council approved a three-year contract extension with Urban Village Farmers' Market Association to continue operating Campbell Farmers' Market.

The Police Department held another "Coffee with a Cop" event on September 17 at the Safeway grocery store on Hamilton Ave. and Marathon Drive. The event was well attended.

The City Council approved almost \$1 million for park improvements for the following parks: Hyde, Jack Fischer, John D. Morgan and Virginia. The park improvements are

anticipated to be completed by the summer of 2017. There will be a process for the public to provide input on various designs. Information about the park improvement project will be available on the Public Works page of the City's website.

On September 23, the Campbell Water Tower was illuminated in teal light following the City Council's approval of the Teal Foundation's lighting request in observance of ovarian cancer awareness. A fundraising event in conjunction with the special lighting theme was held the following day at Campbell Park.

On October 8, the City held its annual citywide garage sale event "Campbell on Sale." Over 130 households participated in selling their belongings to reduce waste and encourage reusing of items.

Candidate Forums: League of Woman Voters' Southwest Santa Clara County Chapter held candidate forums for City Council on September 19 and State Senate District 15 on September 29. Both of these free and open-to-the-public forums took place in the Council Chamber at Campbell City Hall providing voters an opportunity to ask the candidates questions and hear the positions on issues. The Chamber of Commerce held its City Council candidates forum on October 3 in the Council Chamber.

Staff Liaison Michael Thomas provided an update on the Neighborhood Association Assistance Grants. There is information on our website explaining the program. Prospective applicants can now download the applications and review the guidelines making the application process easier. We have not received any grant applications to date. The deadline to submit an application is October 31. Advertisement of the grant information was sent to the neighborhood associations, previous grant recipients and is also available on the City's website.

NEW BUSINESS: There was no new business.

OLD BUSINESS:

Social Service Sub Grant Enhancement: Staff recommends that the Civic Improvement Commission motion to approve distribution of additional Social Services Sub Grant funding of \$10,000 to be divided evenly between Live Oak Adult Day Services and St. Vincent De Paul Society / St. Lucy Conference with each agency receiving \$5,000.

M/S: Carpenter/Hersey: To approve for the allocation of \$5,000 to Live Oak Adult Day Services and \$5,000 to St. Vincent DePaul / St. Lucy Conference. A motion was adopted by the following vote:

AYES: Commissioners: Carpenter, Souza, Zisser, Hersey, Zheng and Chairperson Hoffman

NOES: None

ABSENT: Commissioner: Teeter (Excused)

Cycle for the Sub Grants: Staff Liaison Bito reported that the CIC historically disburses funds annually to sub-grant recipients. The beginning of the two-year funding cycle is scheduled to begin in December when staff distributes sub grant applications, which are due in mid January. CIC will hold will review applications in February and March followed by public hearings in March and April. The first public hearing requires applicants to make presentations to advocate for their agencies and provide justification for their needs. The CIC is scheduled to announce its funding recommendations to the City Council at the April 13 meeting. The City Council may then vote on the CIC recommendations at its May 16 meeting.

COMMISSIONER REPORTS:

Pilot Beautification Grant Program Policy Development: Commissioner Zeng reported that the pilot beautification grant program sub-committee held two meetings. The sub-committee recommends that the CIC incorporate elements of Plano, Texas's beautification grant program as a model for Campbell. Small businesses and Neighborhood Associations are eligible to apply for two levels of funding subject to CIC and Council approval. The sub-committee decided which types of projects would be acceptable. City staff reach out via e-mail to neighborhood associations and small business communities to gauge their interest and feedback on this pilot program.

Chairperson Hoffman asked what the timeline for completion was. Commissioner Zisser indicated that this is a long comprehensive process and want to be sure that all of the details are covered prior to Council approval.

Commissioner Zheng added that the sub-committee was considering a type of scoring system (a 100 point matrix) as a way of processing/prioritizing applications in case a large volume of applications was submitted.

There was a concern of timing. Commissioner Zisser inquired whether the money could be rolled over to next fiscal year, so that the committee will have sufficient time to research and finalize the policy. The sub-committee anticipates presenting a draft policy to the CIC at the November meeting. Chairperson Hoffman recommended a study session to review the draft policy ahead of the Commission's November meeting. The CIC would like to present the policy at the City Council's December meeting.

Commissioners Recognition Dinner: The annual commissioners recognition dinner is scheduled for November 29, 2016 at 6:00 pm. At the International Culinary Academy. Commissioners are to RSVP with the City Clerk's Office.

December 8 CIC Meeting: Chairperson Hoffman may not be available to attend the Commission's regular meeting scheduled for December 8. Chairperson Hoffman presented options to maintain quorum for this meeting.

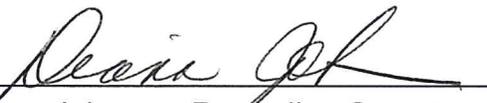
1. Hold the meeting as scheduled with Commissioner Zheng serving as chair, or
2. Move the Commission meeting to a different date.

ADJOURNED:

Chairperson Hoffman adjourned the meeting at 8:41 PM.

The next regular meeting of the Civic Improvement Commission is scheduled for Thursday, November 10, 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

November 2016
Commission Report
Nancy Howe, County Librarian

Results of Patron Satisfaction Survey

The Santa Clara County Library District in partnership with Harder+Company Community Research, administered a patron Satisfaction Survey designed to better understand why and how patrons use the library, their opinions about the importance of specific services and programs and their satisfaction with specific elements of the library and overall library experience. The attached report highlights key findings from the survey, which was conducted from April 18 through May 31, 2016. Library staff will present the highlights and local findings of the report at the November and December commission meetings.

Save the Date



The 14th Annual Friends Foundation, Endowment, and Commissions Forum will be Saturday, February 4, 2017, 9:00 a.m. – 12:30 p.m. One of our special guests will be Greg Lucas, California State Librarian. We look forward to seeing you.

2017 JPA Officers Elected

Santa Clara County Supervisor Mike Wasserman was elected President of the Joint Powers Authority Board for 2017. Courtenay Corrigan, Councilmember from Los Altos Hills, was elected Vice President.

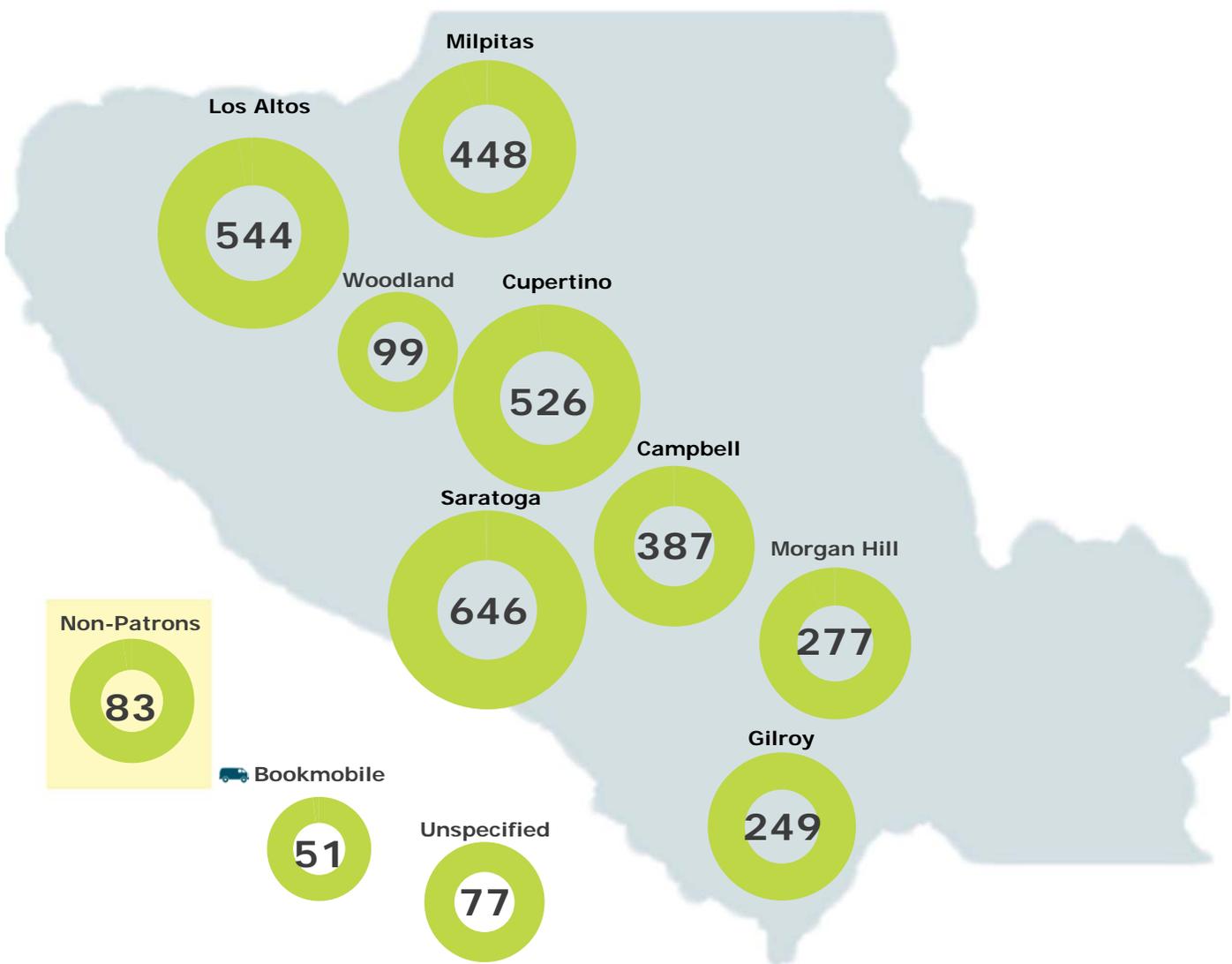
Funding Formula Parameters Adopted

The JPA adopted new parameters to the funding formula. If a community's relative percentage of assessed valuation and/or service demand (as measured by public service transactions) exceeds the community's funding formula share by more than 5%, an adjustment would be triggered. The difference in excess of the 5% threshold would be applied to the staffing and materials budget subject to available annual funding from excess fund balance. A more detailed report is attached.

Key Findings from the 2016 Patron Satisfaction Survey

The Santa Clara County Library District (SCCLD), in partnership with Harder+Company Community Research, administered a Patron Satisfaction Survey designed to better understand why and how patrons use the library, their opinions about the importance of specific services and programs, and their satisfaction with specific elements of the library and overall library experience. This report brief highlights key findings from the survey, which was available in paper and online format from April 18 through May 31, 2016. The last page of this brief provides recommendations based on survey findings.

A total of 3,387 individuals completed the Patron Satisfaction Survey. Nearly all respondents (98%) reported having used the library in the last year; the remaining 2% were identified as “non-patrons” (i.e., those who had not used the library in the last year). The map below displays the number of surveys completed by library location.

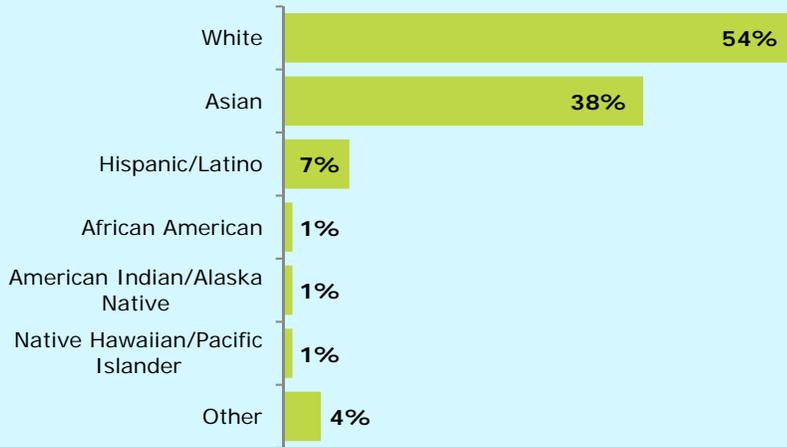


Survey Participants (n=3,387)



Respondent Characteristics

Race/Ethnicity (n=2,994)



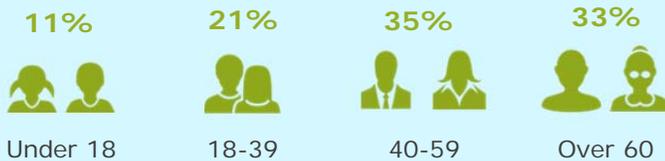
Over half of survey respondents (54%) identified as White, and nearly 40% identified as Asian.

Less than 10% identified as Hispanic/Latino, African American, American Indian/Alaska Native, Native Hawaiian/Pacific Islander, or another race/ethnicity.

The most common responses for “Other” race/ethnicity were multi-racial/multi-ethnic, Indian, Cantonese, and Middle Eastern.

Percentage totals may be greater than 100 percent because participants could select more than one response.

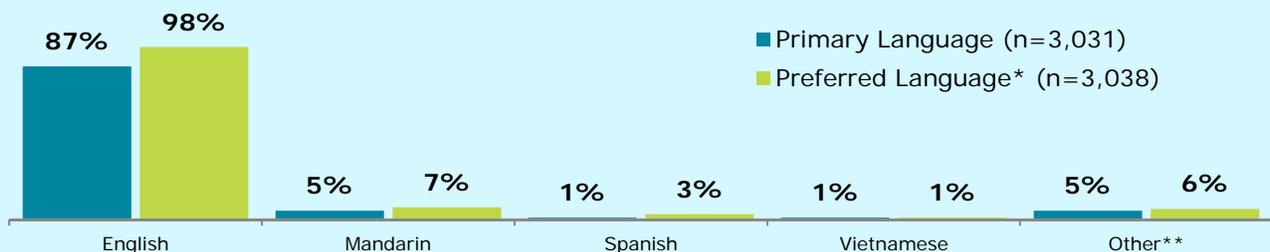
Age (n=2,935)



Over two-thirds of survey respondents were over the age of 40—of those, about half were between 40 and 59 and the other half were over 60. One-fifth were younger adults (age 18 through 39), and the remaining 11% were under 18.

Primary Language and Preferred Languages for Library Material

The majority of survey respondents reported English as their primary language and nearly all reported preferring library materials to be available in English. Smaller shares of respondents indicated they prefer library materials to be available in Mandarin (7%), Spanish (3%), Vietnamese (1%), or another language (6%).

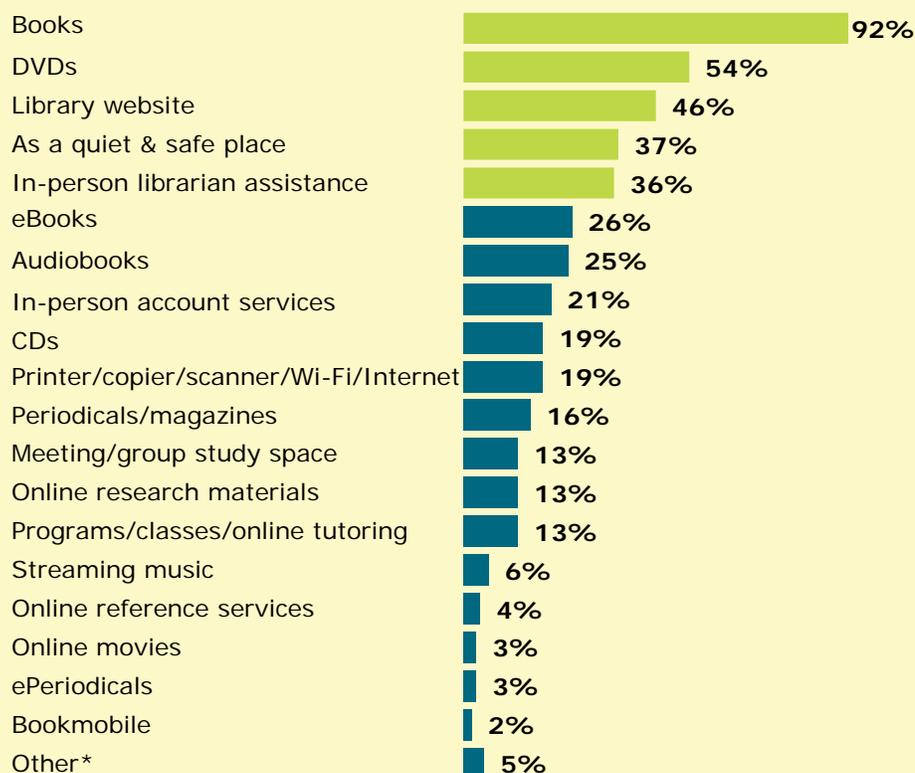


*Percentage totals for preferred language may be greater than 100 percent because participants could select more than one response.

**Other includes American Sign, Arabic, Bosnian, Burmese, Cantonese, Chinese, Croatian, Czech, Dutch, Farsi, Finnish, French, German, Gujarati, Hebrew, Hindi, Indonesian, Italian, Japanese, Korean, Marathi, Persian, Polish, Portuguese, Russian, Serbian, Slovenian, Swahili, Tagalog, Taiwanese, Tajik, Tamil, Telugu, Thai, Tigrigna/Amharic, and Ukrainian.

How Patrons Use the Library

Most Important Services (n=3,162)



Respondents were asked to select the five library services that are most important to them. The top five rated services included two types of collections—books and DVDs—as well as the library website, the library in its capacity as a quiet and safe place, and in-person librarian assistance.

The next most important services included a mix of the following:

- additional types of **collections** (eBooks, audiobooks, CDs, and periodicals/magazines);
- **services and programming** (in-person account services, programs and classes); and
- **equipment and facilities** (computing equipment, meeting/study space, and online research materials).

In-person support—librarian assistance and account services—were both relatively important features for patrons.

Percentage totals may be greater than 100 percent because participants could select more than one response.

*Other (n>=5) includes: video games, Friends of the Library, inter-library loans, purchase books, and apps.

Accessing Information about the Library (n=3,236)

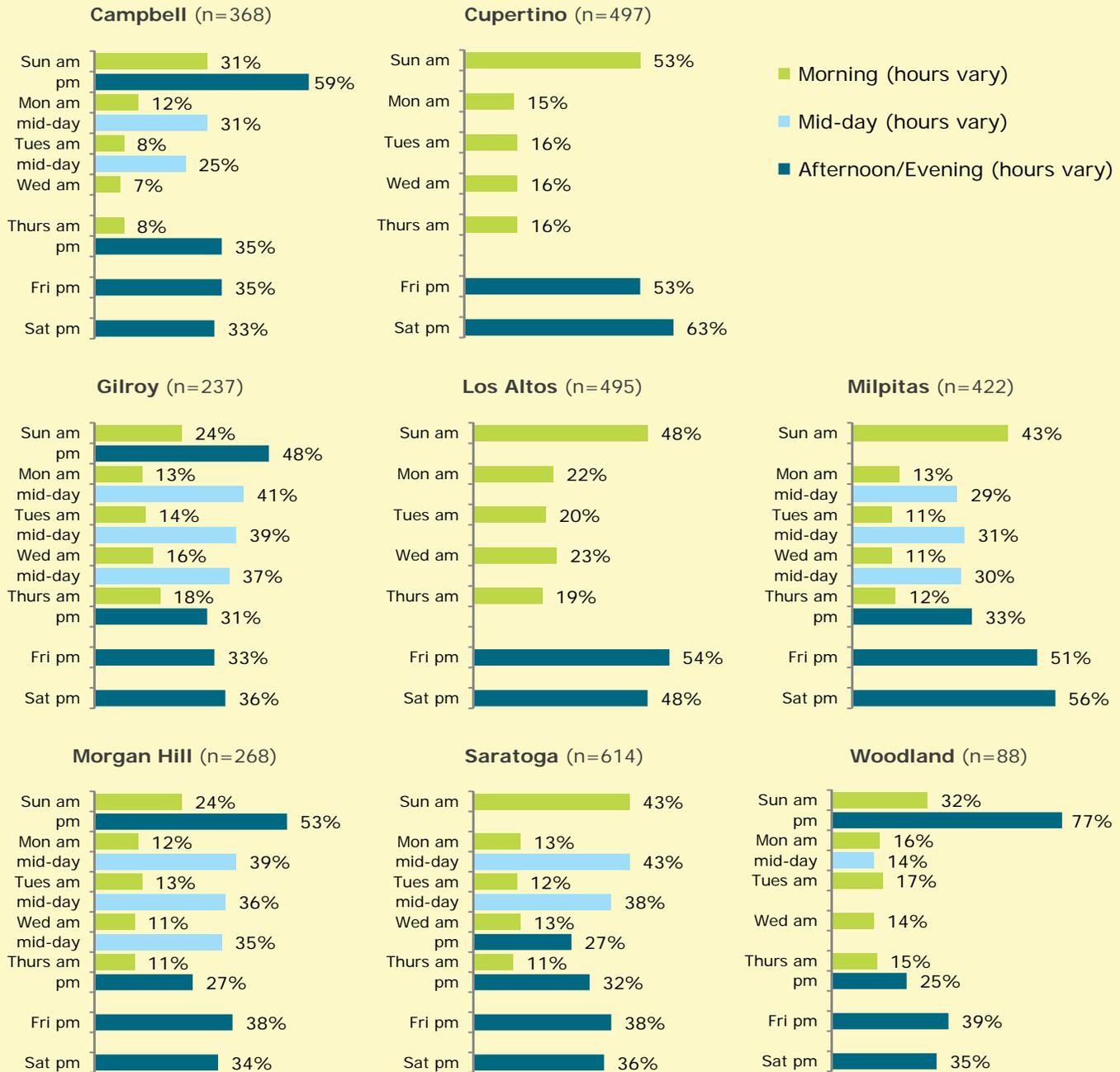


For a large majority of respondents, the library's website was one of the primary ways they access information about the library. The next most frequent methods for accessing information about the library—although far less common—were via flyers, staff/telephone, and word of mouth.

Preferred Library Hours

The graphs below provide a summary of the days and times during which respondents indicated they would visit the library if it were to expand its hours. Responses are presented by library site because hours vary by location (only the hours that were included on the survey are shown below).

While responses varied by site, Friday and Saturday evening rose to the top across all locations as times that at least one-third of respondents said they would visit libraries if they were open.



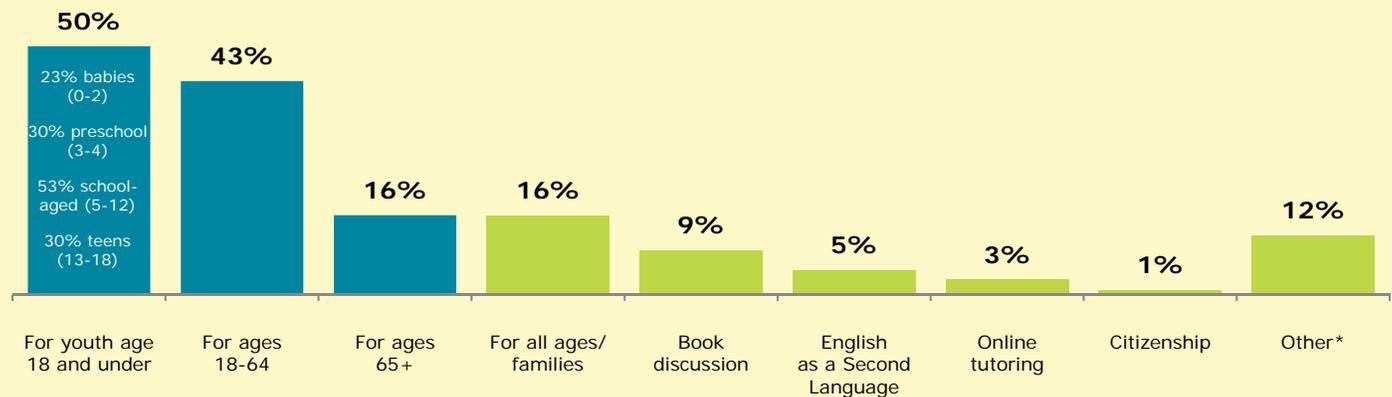
Note: For the following locations, only a subset of respondents provided input on Thursday evening hours: Campbell (n=150), Gilroy (n=158), Milpitas (n=263), and Morgan Hill (n=123).

Classes and Programs that Patrons Use Most Often (n=1,056)

SCCLD offers a range of classes and programs for community members of all ages. Just over one-third of respondents (34%) reported participating in a library class or program during the past year.

Among those individuals, half indicated that they had attended programs for children and youth under the age of 18, with the majority having attended programs for school-age children. Just under half had attended classes or programs for adults (age 18 through 64), while smaller shares reported attending classes or programs for seniors or all ages/families (16 percent each).

In terms of non-age specific programming, survey respondents most commonly reported participating in book discussions, English as a Second Language programs, and online tutoring.

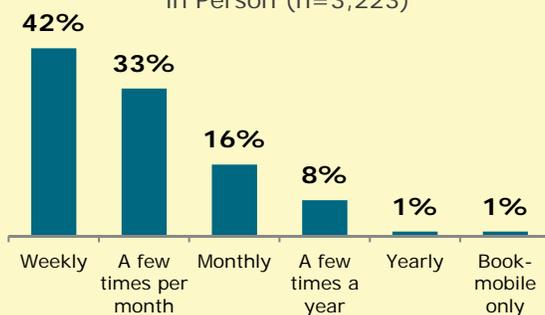


Percentage totals may be greater than 100 percent because participants could select more than one response.

*Other includes author (n=14), garden (n=14), exercise/health (n=11), book sale (n=5), and art (n=3).

Library Usage

How Often Patrons Visit the Library in Person (n=3,223)

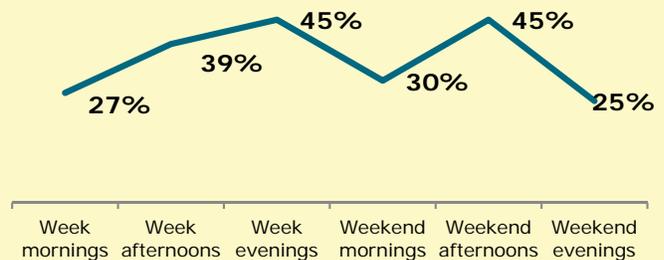


As the chart above illustrates, patrons who visit the library more frequently are more likely to complete a survey such as this one.

Three-fourths of survey respondents reported visiting the library in person a few times a month or weekly during the past year. Another 24% reported visiting the library in person monthly or a few times a year.

Program Hours

Preferred Program Hours (n=1,055)



Survey respondents also provided input about the days and times they prefer for library programs in general. Their most commonly preferred times for library programs were weekday evenings and weekend afternoons, followed by weekday afternoons.

Less commonly preferred times for programming were mornings (both weekday and weekend) and weekend evenings.

Facilities



Percentages indicate participants who selected "Most of the time" or "Always or almost always."

For all of the positive statements about facilities, over three-fourths of survey respondents reported that they were true at least *most of the time*.

They indicated the highest levels of agreement with statements about safety, cleanliness, and the ease of finding what they need.

When asked how the library can better meet any physical or special needs, the most common responses indicated high levels of satisfaction with current facilities. For example:

"I have to say that you guys are doing an EXCELLENT job. You should be very proud of the service that SCCL provides!"

"The library already meets all the needs and I cannot think of any way it needs improvement."

"They have wheelchair access and also an elevator, and stairs. I think they have a lot covered."

"Great parking, large space, nearby bathrooms, audio/visual equipment."

While patron satisfaction with facilities was generally high across the board, it did vary by location. The table below shows the percentage of respondents for whom selected statements about library facilities were true *most of the time*, *always*, or *almost always*, with detail for each library location.

Facilities: Statements True *Most of the Time*, *Always*, or *Almost Always*, by Location

Library	Free parking is available.	Quiet areas are available.	The building and facilities are clean.	Seating/ workspaces are available.	Meeting & group study rooms are available.
ALL LOCATIONS	91%	89%	97%	91%	76%
Campbell	92%	88%	96%	90%	64%
Cupertino	72%	79%	98%	78%	61%
Gilroy	97%	91%	99%	96%	92%
Los Altos	92%	90%	97%	94%	77%
Milpitas	90%	87%	96%	84%	75%
Morgan Hill	100%	93%	99%	94%	82%
Saratoga	97%	93%	99%	95%	84%
Woodland	98%	89%	98%	91%	62%

Facilities: Suggestions for Better Meeting Physical or Special Needs

Many suggested specific improvements, such as a drive-up book return, email reminders about due dates, and more librarians to “help and supervise.” Other requests were related to expanding collections, increasing the availability of quiet rooms and group meeting spaces. With respect to study spaces, one person noted that “spots fill up really quickly on the weekends, especially group spots.” Another person asked for “More quiet areas, better separation between the noisy and quiet areas, and better control over quiet areas.”

Some survey respondents also shared requests for improvements to the parking situation at specific libraries, including the following:

“More parking or overflow parking for Saratoga branch.”

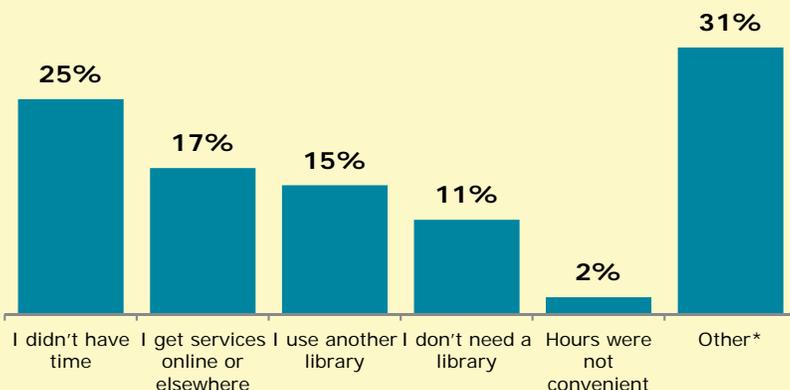
“Campbell doesn’t have enough handicapped parking spots for the number of patrons.”

“Cupertino library is running out of parking spaces, and can do with some more parking expansion.”

Other feedback about library facilities was related to the availability and quality of seating, ensuring that materials are monitored regularly for repair, and technology issues and needs.

Non-Patrons: Reasons for Not Using the Library in Person (n=65)

Survey respondents who reported not visiting the library in person in the past year were identified as non-patrons.



*Other includes just moved, Bookmobile, use another location, reason not specified, fees/policies (i.e., proving residency every 2 years); disability that prevents individual from leaving home, recent injury, emergency in family country, and purchases books.

One-fourth of these respondents said they did not use the library in the past year because they didn't have time. A smaller share indicated that they did not use the library in the past year because they access services elsewhere or they use a library outside of the SCCLD.

Just over one-fourth of non-patrons (28%) reported having used remote/online library access in the past year.

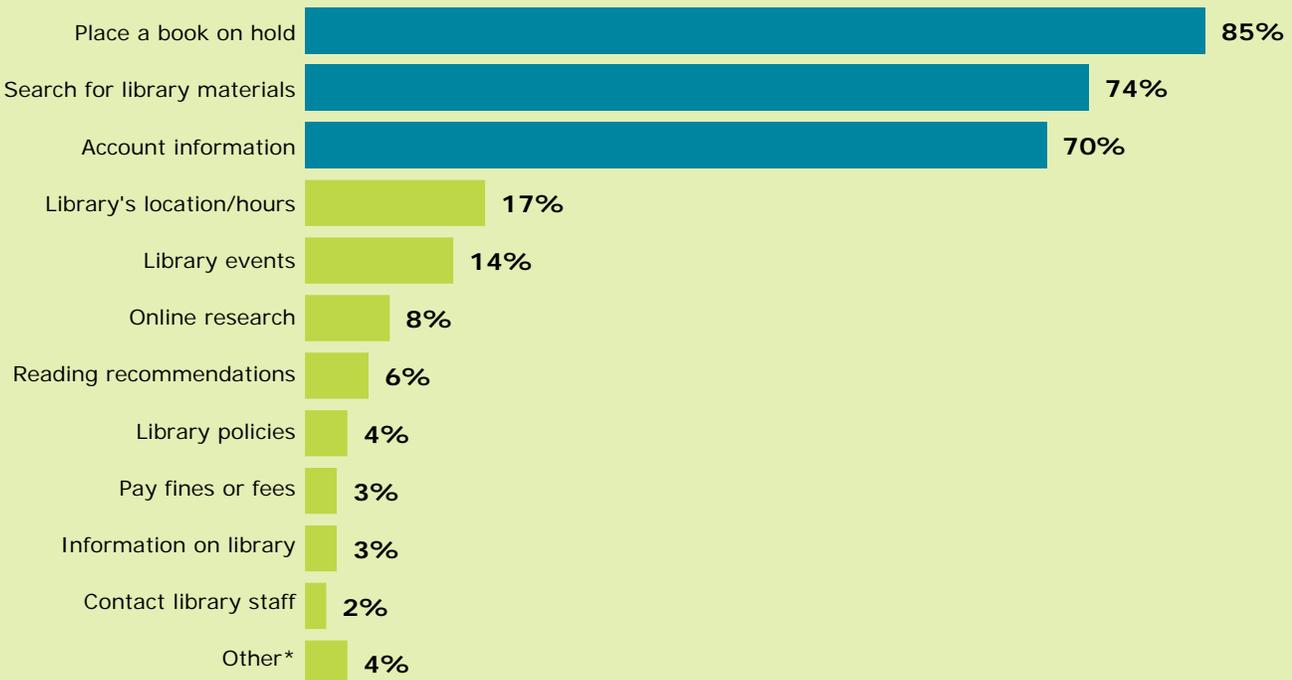
When asked if there are any services, programs, or improvements that would increase their likelihood of visiting the library, the most common responses were providing a venue for dancing, providing more events/activities, providing more information about online resources, and creating a disability outreach program (n=2 for each response).

Website

Ninety-two percent of survey respondents visited the website in the past 12 months.

Top Reasons for Using the Website (n=2,673)

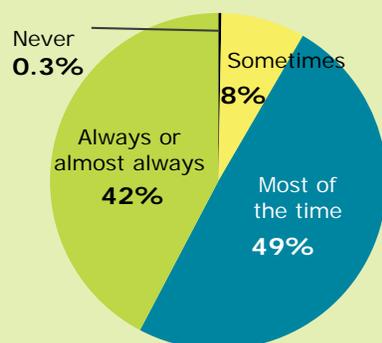
When asked to indicate their top three reasons for visiting the SCCLD website, the most common responses given were to place a book on hold, to search for library materials, and to access information about library account.



*Other (n>=5) includes renew materials, reserve museum passes, and purchase suggestion

How Often Patrons Find What They're Looking For (n=2,673)

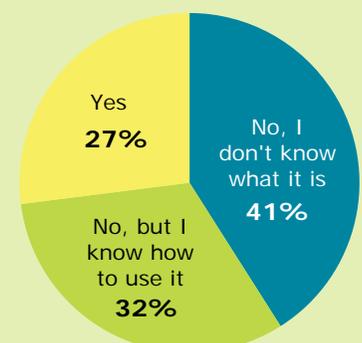
Just over 40% of patrons who reported using the SCCLD website indicated they could always or almost always find what they were looking for, and about half said that they could do so *most of the time*.



Patron Use of "Suggest a Purchase" Function* (n=2,673)

Over 40% of respondents did not know what the "Suggest a Purchase" function was.

Among those who did know what it was, just under half reported using it.



*enables patrons to suggest material to be added to the collection

Some respondents offered suggestions for improving the website experience. One person explained, "The website is hard to find things on. I would do more myself if the website was better." Another person noted that the website could be more "user-friendly," especially for accessing via a mobile device.

Collections

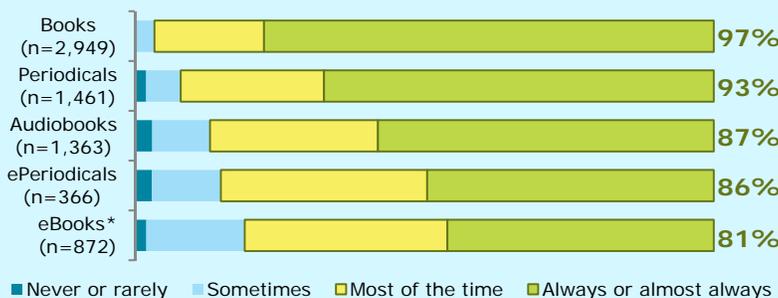
Collections are in good condition.



Percentages indicate participants who selected "Most of the time" or "Always or almost always."

With respect to the condition of library collections, respondents indicated the highest levels of satisfaction with books and periodicals, and slightly lower levels of satisfaction with audiobooks and DVDs. One person recommended that library staff "Collect back and re-evaluate all damaged materials prior to placing them back on shelves," and several others provided similar suggestions.

Collections are available in a variety of genres.

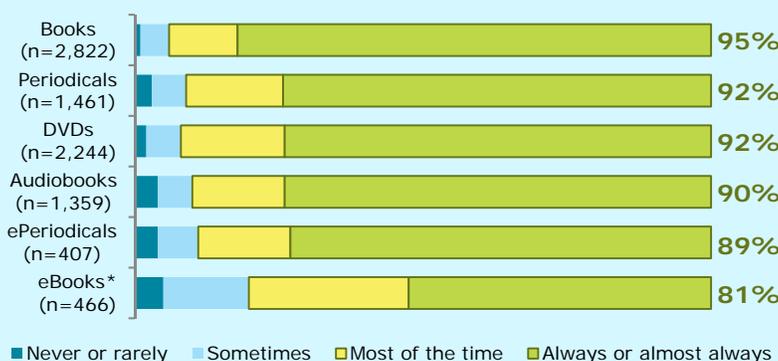


Percentages indicate participants who selected "Most of the time" or "Always or almost always."

Overall, survey respondents were satisfied with the variety of genres represented in library collections. They expressed the greatest satisfaction with variety of books and periodicals, and slightly lower levels of satisfaction with the variety of audiobooks, ePeriodicals, and eBooks.

*eBooks were evaluated on having a "broad selection"

Materials are available in the languages patrons prefer.



Percentages indicate participants who selected "Most of the time" or "Always or almost always."

Respondents also weighed in on their satisfaction with the languages in which library materials are available. They expressed high satisfaction in language availability overall, particularly with regard to books, periodicals, and DVDs.

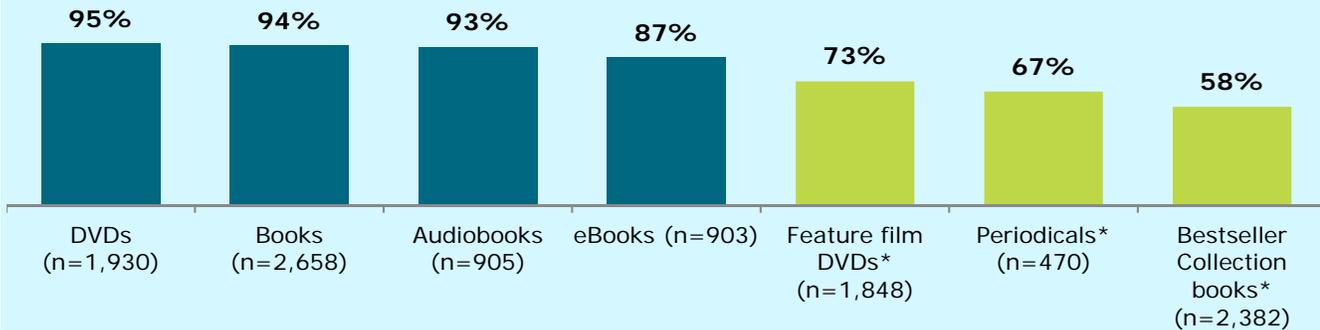
Some survey respondents requested more materials in specific languages. One person suggested, "Have more Chinese books, literary works for children and adults." Another asked for more Spanish-language books for children teenagers, and adults. Yet another survey respondent noted, "Sources of foreign materials are relatively limited, especially Vietnamese books."

*eBooks were evaluated on being available in a "variety of languages"

The loan period for most collections is a suitable timeframe.

A large majority of respondents agreed that the three-week loan period for DVDs, books, audiobooks, and eBooks was a suitable timeframe.

On the other hand, a comparatively smaller share felt that the one-week loan period for feature film DVDs, periodicals, and bestseller collection books was suitable.

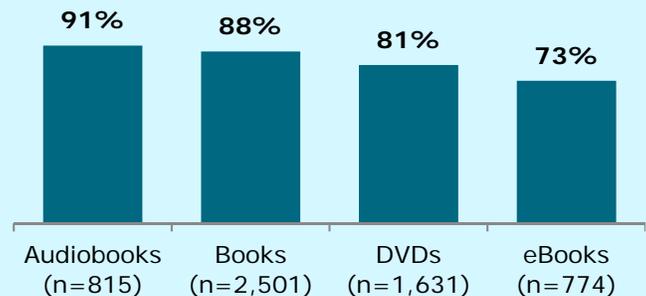


Percent is equal to those respondents who said 'yes'.
*Indicates 1 week loan period. All other loan periods are 3 weeks.

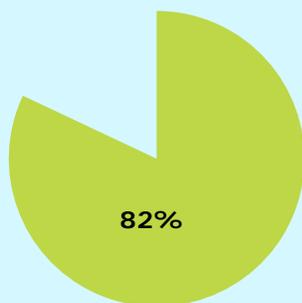
When collections are placed on hold, the waiting period is reasonable.

A large majority also agreed that the waiting period for audiobooks, books, DVDs, and eBooks that are placed on hold is reasonable.

Survey respondents provided additional feedback about their experiences with the current hold system. One person suggested, "Add more copies of hot items to reduce waiting time." Another respondent noted, "On occasion I have been waiting for movies I have had on hold status and found them on the shelves at one of the libraries in the district; this is disappointing for me. I wonder if the hold system could be improved."



Borrowing eBooks is easy for most patrons. (n=913)



Over 80% of survey respondents agreed that borrowing eBooks was easy.

Among those who responded that it was not easy, some offered suggestions for how to make eBooks more accessible to library patrons. One person commented that the eBook software needs improvement because it is "not user friendly and not bug free." Another person characterized the process for downloading eBooks as "very very confusing." Yet another survey respondent suggested that librarians be trained to teach clients how to access eBooks and audiobooks.

Recommendations

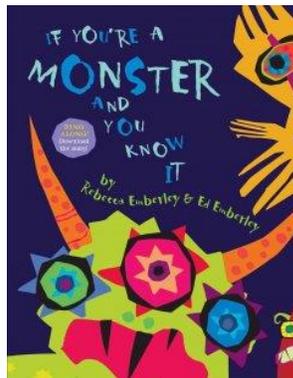
Based on the above findings from the patron satisfaction survey, we offer the following recommendations to SCCLD staff and other stakeholders.

1. SCCLD should explore strategies for making targeted improvements to its collections, facilities, and website as follows:
 - a. **Collections.** While respondents were highly satisfied with the standard 3-week loan periods for most collections, a comparatively smaller share felt that the one-week loan period for bestseller collection books was a suitable timeframe. SCCLD should explore ways to improve patron satisfaction with this loan period. The Library District may also wish to put practices into place to assess and improve the condition of audiobook and DVD collections (i.e., ensuring that they have no scratches or scuffs). Lastly, with respect to e-books, SCCLD may consider making improvement to both the genres in which they are available and the waiting period for items on hold.
 - b. **Facilities.** Overall, survey respondents expressed high levels of satisfaction with library facilities, and identified the library serving as a quiet and safe space as one of the top five most important services. The availability of seating/workspaces and meeting/group study rooms rose to the top as areas of comparatively high demand among library patrons, although need and availability vary by location. SCCLD should work with libraries to ensure that they are able to assess and address patrons' space-related needs to the best of their ability.

Additionally, library staff identified several facilities-related areas in which they aspire to increase the share of patrons for whom the following statements are "always or almost always" true:

 - Workspaces are available (63% said *always or almost always*; 28% said *most of the time*)
 - Wi-Fi is reliable (61% said *always or almost always*; 29% said *most of the time*)
 - Quiet areas are available (61% said *always or almost always*; 28% said *most of the time*)
 - It is easy to find what I need (59% said *always or almost always*; 35% said *most of the time*)
 - Software is up to date (58% said *always or almost always*; 27% said *most of the time*)
 - c. **Website.** A large majority of survey respondents (84%) reported using the library's website to access information about the library, and 92% of respondents had accessed the website in the past year. On the other hand, just under half (42%) reported that they could *always or almost always* find what they were looking for on the library website, indicating an opportunity for SCCLD to improve its web presence. This includes enhancements to its "suggest a purchase" function, which just over 40% of survey respondents were not familiar with.
2. While this survey captured some initial information about patrons' engagement with programs and classes, early conversations with SCCLD staff indicate that there may be additional questions to explore in this area. The Library District may wish to conduct a focused study about these services to learn more about the demand for specific types of program and classes at individual library locations.
3. Finally, we recommend that SCCLD conduct a follow-up survey in two to three years to track changes over time. Doing so can ensure that the Library District is able to identify areas of improvement and emerging areas of need in the years to come. Although the 2016 survey was made available in English, Spanish, Mandarin, and Vietnamese, the overwhelming majority of surveys were completed in English. With this in mind, SCCLD may also wish to employ additional strategies to reach culturally and linguistically diverse library patrons for the follow-up survey.

Campbell Library, November 2016



Library Use	September 2016	September 2015
Adult Circulation	30,899	33,123
Children Circulation	28,764	20,816
Total Circulation	59,663	58,451
Programs	69	57
Program Attendance	2,443	1,508
New Library Cards	399	802
Number of Visitors	23,603	23,353
Volunteer Hours		385

MY PRIMARY PURPOSE FOR GETTING A LIBRARY CARD – September 2016

Check Out Materials	Accessing Databases and ebooks	Using Library Computer workstations	Homework help/Student Learning	Other
120	24	35	34	3

HOW DID YOU FIND OUT ABOUT US?

Website	Newspaper/Radio TV	Library Staff Member	Outreach Event	School Visit	Friend/Neighbor	Other
24	1	1	6	39	46	23

***Note: The library will be closed on November 11th for Veterans Day & November 24th & 25th for Thanksgiving.**

Highlights

- We had 67 attendees for the League of Women Voters program on the Pros and Cons of the ballot propositions.
 - There were 7 class visits in September with 173 children attending. All classes included a tour and great stories shared by the children's librarians.
 - Rosemary Preschool Pop-Up Library returned this month. The library shared stories about Dinosaurs. This year all story times will have a STEAM focus, and the library will be providing early learning handouts for teachers to share with parents. Rosemary Pop-Up Library occurs the fourth Monday of each month.
 - Books and Art: If You're a Monster and You Know It: See above for some the art that was produced by children attending the program. Come to the library to see a display of all the artwork that was produced. This is a monthly program with a different book and art project each month (see below for next month's project).
 - Toddler story time was busting at the seams with 600 attendees for the 4 sessions.
-

Upcoming Events

Children & Families

Lego Club (K- 5th 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

Saturday, 11/5 at 2 pm: Books and Art: Leaf Man-Children and their families are invited to make leafy art based on Lois Ehlert's book, "Leaf Man." All art supplies are provided and registration is required.

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, November 5, 19, & 26 from 10:05 am - 11:05 am

Adults

Tuesday, 11/15 from 7:15 pm – 8:30 pm: The Amazon Jungle Treasures: Join wildlife photographer Joan Sparks on a fascinating journey into the Amazon jungle. Learn about the plants, birds and reptiles that inhabit this special place.

Tuesday, 11/29 from 7:00pm -8:30 pm: Underground Railroad: Lessie James from the Oral History Learning Institute/Museum will present a talk on the people and places that led slaves out of captivity in the American South and its continued importance today.

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

MEMORANDUM



City of Campbell
Recreation & Com. Svcs.

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

Date: 11/3/16

The following is a summary of Adult Center activities for the period of September 1 through October 31, 2016:

New Intern



We are pleased to introduce new intern Julie LaClair. Julie is an undergraduate Social Work student at San Jose State University. She is excited to work with seniors and the Campbell Community. Julie's hobbies include hiking, painting, and reading about new scientific discoveries.

Harvest Hoedown

The Adult Center celebrated the beginning of autumn and the Harvest Season with food and fun at their Harvest Hoedown event on September 30th. The participants enjoyed a BBQ lunch catered by Golden Harvest and musical entertainment featuring the Peninsula Banjo Band. Several members of the Adult Center's Line Dancing classes provided a demonstration of a popular dance and Mandi Muscolo, Line Dance instructor, taught a dance for everyone who wished to join in.



Overnight Trip

The Adult Center sponsored a three-day trip to the San Luis Obispo area on Oct. 12th-14th. Over 30 older adults enjoyed visiting Harris Stage Lines for a horse show, stage coach ride and BBQ lunch; a Dinner Cruise on Morro Bay; a tour of the Point San Luis Lighthouse; a Melodrama performance plus tours & tastings at both Bristols Cider and Sculpterra Winery. The Adult Center Trips Program promotes socialization and enables older adults to tour various parts of the Bay Area and beyond.

Fun with Poetry Group

The Adult Center recently launched a new Fun with Poetry Group! The new Poetry Group explores different types of poems and provides an opportunity for participants to practice their own creative verses. Each week will focus on different forms, styles, and moods of poetry. Group is led by volunteer poet Valerie Lee, long-time member of the Adult Center.

MEMORANDUM



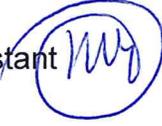
CITY OF CAMPBELL

City Manager's Office

To: Civic Improvement Commission

Date: November 7, 2016

Via: Al Bito, CIC Staff Liaison 

From: Michael Thomas, Human Resources Assistant 

Subject: FY 2017 CIC Major Work Plan Items

Staff is requesting that the CIC note and file the attached document as a reminder of its previously approved work plan items in preparation of carrying out these items in 2017. At its regular meeting of May 12, 2016, the Civic Improvement Commission (CIC) amended and approved its major Work Plan Goals and Objectives for FY 2016-17.

Attachment:

FY 2017 Civic Improvement Commission Major Work Plan Goals and Objectives



FY 2017 CIVIC IMPROVEMENT COMMISSION

Major Work Plan Goals and Objectives

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

MEMORANDUM



CITY OF CAMPBELL

City Manager's Office

To: Civic Improvement Commission

Date: November 7, 2016

Via: Al Bito, CIC Staff Liaison 

From: Michael Thomas, Human Resources Assistant 

Subject: **FY 2017 Neighborhood Association Assistance Grant**

Included herein is a summary of the funding requests submitted by Neighborhood Association Assistance Grant applicants for FY 2017. Based on staff's preliminary review, the following proposed uses meet eligibility requirements per Council Policy 1.28. This memorandum is a courtesy notice for the Commission to note and file in advance of a study session to be scheduled for reviewing FY 2017 grant applications in detail. Five applicants each requested the maximum grant amount of \$500 for a grand total of \$2,500. The City Council has budgeted \$3,000 for this program in FY 2017.

Grant funded costs must reflect one of the following criteria:

- (a) Building or enhancing neighborhood organization
- (b) Increasing communication among neighbors leading to interaction across culture and age groups
- (c) Activities and projects that address the quality of life, safety, cleanliness and engagement throughout neighborhoods
- (d) Events that enhance neighborhood pride and identity

Neighborhood Applicant	FY 2017 Proposed Use(s)	Total Request
Campbell Village Neighborhood Association	Meeting facility rental fees, outreach flyers, food and non-alcoholic beverages, paper goods for annual meeting	\$500
Downtown Campbell Neighborhood Association	Meeting facility and PO Box rental fees, liability insurance policy; Refreshments for meetings, volunteer functions, meet / greet events and National Night Out	\$500
Hamann Park Neighborhood Association	Printing of newsletters Community event & National Night Out costs	\$500
Pruneyard-Dry Creek Neighborhood Association	Liability / event insurance Duplication & distribution of flyers and signage; food and refreshments for meetings & National Night Out	\$500
San Tomas Area Community Coalition (STACC)	National Night Out & ice cream social costs: Facility rental fees, Event flyers Meeting & Event Insurance	\$500
TOTAL		\$2,500

MEMORANDUM



CITY OF CAMPBELL

City Manager's Office

To: Civic Improvement Commission

Date: November 7, 2016

Via: Al Bito, CIC Staff Liaison

From: Michael Thomas, Human Resources Assistant

Subject: **Pilot Beautification Grant Program**

The purpose of this item on the regular meeting agenda is to enable the Commission to take formal action on the proposed pilot beautification grant program should the Commission support approving this pilot program based on developments during the Commission's Study Session of November 10, 2016.

MEMORANDUM



CITY OF CAMPBELL City Manager's Office

To: Civic Improvement Commission

Date: November 7, 2016

Via: Al Bito, CIC Staff Liaison

From: Michael Thomas, Human Resources Assistant

Subject: Farmer Statue Proposal

Now that the City Council has adopted a Public Art Policy, staff recommends that the Commission provide input on the attached proposal at the regular meeting scheduled for November 10. City staff has completed a preliminary review of the proposal by Mr. Mike Krisman to design and erect public art in the form of a statue depicting a farmer reaching for fruit to be located at Campbell Park. Staff has also reached out to prospective public art experts to participate in this review process. The Council Policy on Public Art is attached for reference.

Attachments:

1. Krisman Proposal at Campbell Park
2. Council Policy on Public Art



CAMPBELL ORCHARD WORKER STATUE

Applicant:

Michael Krisman
408 221-4192
chekrisman@yahoo.com

The City of Campbell played a vital roll in the Santa Clara Valley's rich agrarian history. So much so, that the City is referred to as the Orchard City. Among the many orchards was a hub for fruit drying and canning operations. Sadly, no statues exist paying tribute to our rich agricultural past in Valley of Hearts Delight.

Many communities have celebrated their history with bronze statues depicting iconic images from their past, for example; Santa Cruz has a long board surfer, Monterey has a sardine fisherman, Napa has a man pressing wine, Sacramento has a Pony Express rider. What about Campbell?

The proposed bronze statue is of a 1930's Depression era farmer picking a single apricot with his outstretched arm. The statue, tentatively titled *Reach*, will serve as a historical bridge to the Orchard City's past. It is a tribute to the rich agricultural heritage of Santa Clara County and serves as a visual reminder of the community's identity. It will educate visitors and new Campbell residents about the city's heritage and add cultural interest to downtown Campbell. Finally, the Statue will serve as a source of civic pride.

Description of work:

The overall height of the artwork will stand at 10 feet. The farmer will stand at 8 feet with an outstretched arm. It will be mounted on a 3-foot height concrete pedestal surrounded by vegetation and an iron decorative fence. A 24-inch by 12-inch plaque will be attached to the base.

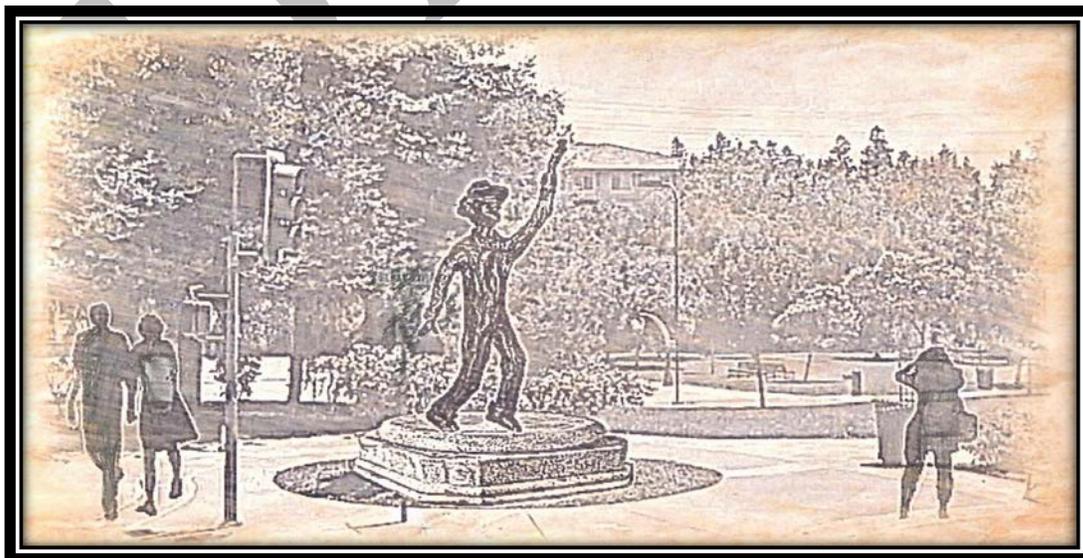
Physical Description

- ◆ **Dimensions:** Statue 92" tall
- ◆ **Base:** 3 foot tall, 5 foot diameter cylinder

- ◆ **Plaque:** 24" by 12"
- ◆ **Weight:** Unknown
- ◆ **Materials:** Bronze and concrete
- ◆ **Finishes:** Bronze and concrete
- ◆ **Wiring:** Electrical lines to illuminate the statue at night

Site Location:

Campbell Park is the preferred site for the installation of the Statue. There is currently a site available on the corner of Campbell Ave and Gilman Ave at the entrance of the park. This location was selected for several reasons; high visibility and impact. This location is in the heart of the community. Viewers can see the statue when they enter the park, while walking on Campbell Avenue, or driving by the location. It also contributes to goal of connecting the Pruneyard with Downtown. Finally, Campbell Avenue was Benjamin Campbell's driveway.



Day vs Night

While it won't require lighting during the day, the sculpture will require illumination at night. The lighting scheme for nighttime will involve directional light.

For directional light, lighting elements will either be built into the ground, attached to existing architecture; these will pour an even flood of light over the piece providing basic atmospheric illumination.

The sculpture will serve as a unique nighttime attraction and help create a greater sense of "place".

Vandalism:

While there is little to be done about forms of vandalism such as graffiti on the lower portion of the sculpture, its sheer height would prevent vandalism further up.

A ring of discouraging vegetation and decorative iron fencing around the base of the statue will act as an additional deterrent.

Artist:

A conceptual model of the Statue has been completed by a citizen of Campbell. **Artworks Foundry** of Berkeley has provided an estimate on the cost to build and delivery the Statue. This foundry was selected because of their location in the Bay Area and their extensive experience with statue building. 3 months to complete the Statue??

Cost:

The estimated cost to construct the Statue as of May 5, 2016 is \$32,600.00.

Site Preparation:

The City has the capacity to prepare the Campbell Park site for the Statue. This includes electrical access for lighting, irrigation for landscaping, flatwork, and the construction of the pedestal on which to mount the Statue. The foundry will advise the best method to attach a bronze statue to the base. Currently there is no cost estimate for site prep.

Plaque:

Currently, the language on the plaque has not been determined. It should include comments as to why the Statue was installed; a tribute to the agricultural past and possibly those in office that approved its construction.

Cost:

Traditionally, the cost of a plaque of this size is less than \$2,000.00. **Kearney, Pattern Works and Foundry**, 40 South Montgomery Street, San Jose, CA 95128 (408) 293-7414, produces most local plaques.

Funding:

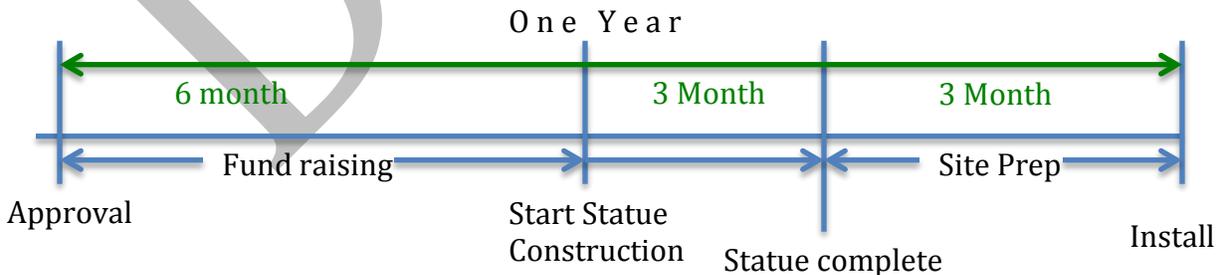
There are many funding mechanisms available for the construction of the Statue: community fundraisers, business contributions and fundraisers, online fundraiser applications, sponsored events, civic group donations, Tee Shirt sales, grants, and gifts. Our funding team is currently exploring setting up or the possibility of using an existing 501c3 for the funds. We expect six months to raise the necessary funds for the project.

Maintenance:

The Statue itself should require very little to no maintenance. Occasionally, it may need to be rinsed off to remove bird droppings and dust. The landscaping will need to be maintained; water, pruning and replanting. Light bulbs will need to be replaced as they burnout or break.

Timeline:

After approval, we estimate a year to complete the project. The first six-month period will be spent raising the required funds. Construction of the Statue should take three months. The foundry can store the statue up to three months prior to taking delivery. During this one-year period we will work with the Department of Public Works to plan the site prep and installation. We may be able to time the construction of the Statue with the reconditioning of Campbell Park.





CAMPBELL PUBLIC ART POLICY

I. PURPOSE

The purpose of this policy is to establish uniform guidelines and procedures for the inclusion of publicly accessible visual art on public property, and to establish consistency related to art in municipal construction projects.

This policy also provides a process by which the City can accept artwork either on loan, consignment, or as a gift as part of a public art program.

Public art should reflect Campbell's culture and history, and provide opportunities for education and learning, as well as encourage civic pride and add value to the community.

Uniform procedures and guidelines for the permanent removal or deaccession of a City-owned public art piece are included herein.

II. POLICY SCOPE

This policy applies to the design and installation of all artwork loaned, gifted, purchased or commissioned by the City for public display that is publicly accessible or visible. This includes all above ground, publicly funded buildings or public open space projects within City boundaries, and includes the development or renovation of all public facilities such as parks, street medians, City gateways, public plazas, and any other areas identified by City staff, master plan, or developed in accordance with Council direction.

III. APPLICABILITY

This policy applies when public art is located on City property that is viewable and accessible from the public right-of-way. Public art will be required when design and construction of a City project on a development site exceeding one (1) acre in size.

IV. LOCAL PREFERENCE

Applicant artists from Campbell should receive preferred consideration under this policy. However, artists and artwork from other geographic areas may also be considered for inclusion.

V. PUBLIC ART APPLICATION PROCEDURE

A. Application Process (Public Projects)

The Civic Improvement Commission shall be the lead advisory body to the City Council on reviewing and making recommendations to the City Council on proposed public art. This does not preclude, however, other advisory boards and commissions, such as the Parks and Recreation Commission and the Historic Preservation Board, from reviewing and commenting on proposed public art.

In overseeing applications for new public art, the Civic Improvement Commission may consider the following aspects, unless there is specific direction from the City Council:

- Open Competition
- Invitational Competition
- Direct Selection
- Unsolicited Proposals

B. Selection Criteria

Prior to providing general comments, concerns and/or recommendations to the City Council, the Civic Improvement Commission may consider the following criteria in reviewing new or proposed public art requests:

- Aesthetics
- Quality
- Style
- Durability
- Public safety and City liability
- Cultural/historical relevance
- Technical feasibility (i.e., artists' ability to successfully complete the artwork as proposed)
- Prevention of duplication

C. Review and Appeals Process:

The Directors of Public Works, Recreation and Community Services, Community Development, or their designees, shall be responsible for identifying public art construction and renovation projects that align with this policy's requirements.

To this end, the following internal protocols should be established:

- Public Art Review Committee (PARC): Staff from the Departments of Public Works, Recreation and Community Services, and Community Development will lead the public art review requirement of a capital improvement project or renovation project. A public art expert should also be a member of PARC.
- Location and Artwork Review: The PARC will provide input on possible locations and type of artwork to be considered.

- Artwork should complement the public space and surroundings for which it is proposed as to not appear as a mere add-on. Artwork should also be a focal point within its surroundings because such pieces serve as communal meeting points.
- Recommendation: After conducting review and oversight, the PARC will forward its recommendations to the Civic Improvement Commission for determination.
- Review artists' qualifications and artwork proposal.

The following steps are to be followed:

1. As part of its evaluation, the CIC may request staff to develop an RFP or RFQ for comparable artwork at the same proposed location (if applicable). The RFP/RFQ should include, but not be limited to:
 - a. Artist's timeline beginning with the project design phase.
 - b. Any restriction and requirement of the project as defined by staff and/or project manager.
 - c. Artist's responsibilities to the project regarding time and involvement with the project manager and project team.
 - d. Potential sites and material for the artwork(s).
 - e. Necessary community outreach efforts for the design development.
 - f. Purpose of the project, identification of stakeholders, and vision for the artwork(s).
2. Selection of the artist and artworks will fall into one of three processes:
 - a. Open Competition: For most projects.
 - b. Invitational Competition: For small projects, typically using a prequalified artist pool.
 - c. Direct Selection: Commission an artist(s) for specific projects that lend themselves to a specific stylistic approach.
 - d. Unsolicited Proposals: Such proposals need to be presented to the Civic Improvement Commission for initial consideration consistent with this policy, after which will be reviewed by the PARC. The PARC will submit written recommendation to the Civic Improvement Commission for final review. The CIC will then submit written recommendation to City Council for consideration.
3. If the Civic Improvement Commission determines that the proposed installation would have an impact on the Campbell community, the Commission may hold a public meeting for community feedback.

4. The Civic Improvement Commission will recommend the selected artist's proposal to the City Council for consideration with the concurrence of the Public Works Director, Director of Recreation and Community Services, Deputy City Manager, or their designees.
5. The selected artist will work with the appropriate department(s) and project manager as noted in the RFP/RFQ and contract.
6. Every effort should be made to conduct the artist selection and contract process in a timely manner to optimize coordination during the construction phase.
7. The City Manager or his/her designee will work closely with the project manager to coordinate efforts and ensure smooth management of the art installation.
8. The City Council shall make the final decision regarding proposed installation of artwork including its location.
9. No acquisition or acceptance of artwork loaned, gifted, purchased or commissioned shall occur without written approval from the City Council.
10. Acceptance shall result in a contract between the lender, donor or artist, which will include a clearly defined time period where applicable with the lender retaining ownership of the artwork.

VI. UNVEILING AND DEDICATIONS

- A. Public unveiling and dedication ceremonies are optional at the City's discretion.

VII. OWNERSHIP AND MAINTENANCE

The City of Campbell owns and maintains all art on City property and in the public right of way, and has sole fiscal and legal responsibility for artwork and maintenance of the artwork in these locations.

VIII. DE-ACCESSION (REMOVAL)

- A. Public art may be removed by recommendation of City staff and followed by the City Council for approval for the following reasons:
 - Security
 - Public safety
 - Inauthentic
 - Stolen art
 - Theft

- Damage beyond repair
- Loss of site (alteration/sale of site)
- Temporary acquisition
- Excessive/duplicative representation
- Aesthetic value
- Content

IX. DEFINITIONS

APPROVED PUBLIC SITES: Approved sites include all publicly funded buildings or public open space within city boundaries, including the development or renovation of all public facilities such as parks, street medians, City gateways, public plazas and any other areas identified by City staff, master plan or developed in accordance with Council direction.

ARTIST: A practitioner in the visual or fine arts, generally recognized by critics and peers as one who produces works of art.

ART WORK: All forms of original creations of visual arts including, but not limited to:

- Sculpture in any material or combination of materials
- Painting—all media including portable and permanently affixed works, such as murals and frescoes
- Graphic Works—print making and drawing
- Mosaics
- Photography
- Crafts in clay, fiber and textiles, wood, metal, plastic and other materials
- Stained glass
- Mixed media—any combination of forms or media, including collage
- Earthworks—use of the natural landscape to create structures, art forms and sculptures to the extent that landscape and art are inextricably linked.

CAPITAL IMPROVEMENT PROJECT: A capital improvement project is a City improvement or construction project valued in excess of \$25,000.

CONSULTANT: A consultant is any firm, individual, joint venture or team of firms or individuals with which the Developer/City or Agency contracts for design or other consulting services related to the Public Art Program.

DESIGNER: Is any consultant providing design services for the execution of a public art project or subsequent renovation projects.

ELIGIBLE ART PROJECT MATERIALS: Under this policy, eligible art project materials shall include, but are not limited to, sculptures, paintings, murals, and art materials and crafts made of clay, wood, metal, plastic, or any combination therein.

MUNICIPAL CONSTRUCTION AND RENOVATION PROJECTS: Examples include, but are not limited to, the Community Center, City Hall, Heritage Theatre, City parks, focal points or gateways into the community and any future buildings that are comparable in nature.

PROJECT: Means a proposal for the development of improved or unimproved real property including, but not limited to, offices, hotels, motels, commercial property and/or planned development.

PUBLIC ART: Artwork purchased, commissioned, displayed and/or maintained and located on public property that is fully funded, owned and maintained by the City.

PUBLIC PLACE: Is any area of property that is accessible or visible to the public.

Rev 6/16