



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

Thursday, February 11, 2016 - 6:00 p.m. (Special Time)

Council Chamber

Regular Meeting Minutes

CALL TO ORDER:

The meeting was called to order at 6:00 PM by Vice-Chairperson Zheng. Graduate Intern Thomas introduced new Recording Secretary Diana Johnson to the Commission.

PRESENT:

Vice-Chairperson Zheng; Commissioners Castleton, Mitchell, Teeter and Zisser. Staff Liaison Al Bito, Graduate Intern Michael Thomas and Recording Secretary Diana Johnson.

ABSENT:

Chairperson Hoffman (Excused) Commissioner Herosy (Excused)

APPROVAL OF MINUTES:

M/S: Mitchell / Teeter:

The minutes from the Study Session of January 12, 2016, were approved.

M/S: Zisser / Mitchell:

The minutes from the Study Session of January 14, 2016, were approved.

M/S: Castleton / Mitchell:

The minutes from the Regular Meeting of January 14, 2016, were approved.

PRESENTATIONS:

There were no presentations.

COMMUNICATIONS:

There were no communications.

ORAL REQUESTS:

There were no oral requests.

REPORTS FROM REPRESENTATIVES:

County Library Report: Ms. Nancy Howe, County Librarian, reported that the County Library has a new video streaming service in its digital collection. The collection provides unlimited access to award-winning short and feature films, as well as an extensive international film selection. These films can be sorted by language, genre, or film length. Movies can be watched on any Internet-enabled computer, smartphone, or tablet with a web browser.

The Joint Powers Authority governing board (JPA) met on Thursday, January 28th. Key actions included the acceptance of a five-year financial forecast; adoption of the Capital Maintenance Plan Status Update; adoption of the Three-Year Technology Replacement and Improvement Plan;

acceptance of the report on effects from eliminating the \$80 non-resident library card fee; ratification of appointments to the Finance Committee, the Funding Formula Review Subcommittee, and the Santa Clara County Library District Board of Directions; and approval of the 2016 meeting schedule.

Ms. Howe reported a positive five-year forecast based on a strong economy. There has been positive revenue from property taxes. Ms. Howe suggested setting aside nine million dollars for economic uncertainty. There is a three year plan for maintenance needs including new computers, upgrade self-checks and replacement of automated return receptacles.

The New Santa Clara County Library Foundation has been formed as a non-profit public benefit corporation organized for the exclusive support of the Santa Clara County Library District and the initial board members were appointed. The Foundation is a volunteer organization with no paid staff. The purpose of the new Foundation is to raise funds to support district services (e.g. Bookmobile and Reading Program) and fund programs to meet emerging needs and other innovations. The Foundation's fundraising will complement, but not compete, with the work of current support groups such as Friends of the Library foundation. The Board will consist of no fewer than five members, the majority of whom must be appointed by the Joint Powers Authority Board.

There is an opportunity to see all of the Silicon Valley Reads documentary films in one place. These documentary films will supplement this year's two featured books, Emmi Itaranta's *Memory of Water* and Benjamin Parzybok's *Sherwood Nations*, which together explore the theme of climate change, and the impact on our world. The Festival will begin on Sunday, February 28th, starting at noon at the Bluelight Cinema in Cupertino.

Ms. Howe also reported that TEDx events invite local residents to gather in a communal atmosphere to watch and discuss ideas and topics. These independently organized events, licensed by TEDx, will present a live stream of the 2016 TEDx, conference: All sessions presented will be aired live as they are broadcast from Vancouver, Canada. Focusing on the greatest dreams, one is capable of dreaming. Local residents may attend one or more of the six free live-streaming events scheduled at five different SCCLD libraries.

Community Library Report

Jane Cronkite reported that usage at the Community Library increased from 2014. More items are in circulation, and programs are popular, and well attended. Night classes are available to accommodate working class patrons. The weekly bi-lingual story time is very popular. Upcoming events include the TEDx events at the Community Library, February 18th at 2:15pm. Silicon Valley Reads will feature Emmi Itaranta's *Memory of Water*. Mayor Jason Baker is scheduled to read to preschool children on February 25, 2016 at 10:30 am.

Natasha Bissell, Recreation Services Manager:

Two representatives from the Youth Commission reported on the Commission's current year work plan, such as:

Adrian Couteau, an eighth grader at Campbell Middle School, announced the formation of the Youth Commission. There are thirteen members from 8th to 12th grade. Youth Commissioners serve one year terms. Applications will be accepted in March or April. Members meet every other Monday in the Doetsch Conference Room. The Youth Commission is comprised of five sub committees:

Library Committee: Collaborating with the Campbell Library to encourage more usage and engagement by teenagers.

Arts Festival Committee: Showcasing local high school students' artwork.

Environmental Focus Group: Educating teens on the harm they are causing to the planet via proposed litter cleanup events.

Shadow City Staff Committee: Host an event for 10-12th grades to shadow City Employees in June to help create future job opportunities for students.

Website Committee: Goal to develop contacts, volunteering and internship opportunities.

Westmont High School student Hanna Almuli is helping plan dates and times for upcoming events. Ms. Almuli has been involved in the Arts Festival, Teen Center and Shadow City Staff committees.

Commissioner Zisser thanked the youth commissioners for the presentation. Mr. Zisser was impressed with the work plan. Mr. Zisser is looking forward to seeing how the work plan unfolds. Mr. Zisser and the Civic Improvement Commissioners were expressed interest in collaborating with the Youth Commission on work plan items in the future.

Staff Liaison Bito thanked staff and Youth Commissioners, and especially Commissioner Zisser for the survey work that was done leading up to the Youth Commission's re-establishment.

REPORTS FROM STAFF:

Kerry Perkins, Museum Specialist:

Ms. Perkins reported that Public Works staff has begun work on the Native Plant Garden landscaping project around the Campbell Historical Museum building. Museum and Public Works staff are coordinating with students from Delphi Academy for their help with the planting native species, as well as researching and designing the interpretive panels for the 36 different varieties of plants. Each plant panel will have a symbol to help visitors know if the plant is: a native plant, drought tolerant, helps with pest management and / or was used by Ohlone tribe members.

Staff is trying to coordinate with local Ohlone representatives to construct the Ohlone-themed portion of the garden.

Oral History Project:

Museum staff is reviving its oral history collection. During the summer of 2015, an intern helped catalog and index the entire oral history collection. Staff has begun to interview community members about their oral histories. Staff attended a workshop on how to further utilize oral histories beyond adding to the collection, but using them for programming and online exhibits.

History Happy Hour 2016:

History Happy Hour at the Ainsley House has a new line up through July.

February 26: John Herberich from the South Bay Civil War Round Table will discuss his book: *Masters of the Field*, about the U.S. Army's Fourth Cavalry Regiment that fought in the heart of the Confederacy.

- April 1: Stanford Astrophysicist Phillip Marshall will discuss the history of the universe.

- May 13: Historian Ray Cosyn will discuss Prohibition and how it affected Santa Clara Valley grape growers and fruit harvesters.
- June 26: an interfaith panel will discuss religious extremism and how people practice faith in Silicon Valley.
- July 29th: Mary Wadden will discuss her book, *The History of Silicon Valley*.

Downton Abbey Specialty Tea at the Ainsley House in partnership with the Library: On Sunday, March 13th at 1:00pm. Downton Abbey fans are invited to continue the fun after the series has ended by attending a special Downton Abbey Tea tasting event. The event is a collaboration between the Campbell Museum Foundation and the Campbell Library. Guests will be treated to a Downton Abbey trivia contest with prizes, themed decorations and special Downton Abbey tea blend provided by Steeper's. Period costumes are highly encouraged, but not required. Complete information can be found on the museum's website.

From May 6th through 8th, the Campbell Museum Foundation will host three days of Mother's Day tea parties. The tea parties were very popular and come complete with a tour of the Ainsley House. Reservations can be found on the museum's website.

Ainsley House to Open in 2016 with Two Temporary Exhibits:

The Ainsley House has been closed to the public since before Christmas, but will re-open March 3rd beginning with "Agents of Decay."

Agents of Decay will be on exhibit in the Carriage House and will feature clues for visitors to figure out what agents are causing everyday items in the home to decay. Decay can be caused by exposure to UV light, excess humidity, and oils from our skin which can damage objects over time. There will be one or two interactive activities to accompany this exhibit.

"Campbell: Then and Now" will be on display in the Sleeping Porch room in the Ainsley House. This will feature 10 images of Campbell then and now juxtaposed next to each other. Staff has contracted with Bright Smile Photography to shoot and the "now" photos with the "then" photos to get an interesting comparison on how Campbell has changed over time.

City Report: Mr. Bitto provided an update on the January 25th community meeting on Community Choice Aggregation / Clean Choice Energy (CCE) at Orchard City Banquet Hall. Cities can enter into a Joint Powers Authority Agreement with other cities to purchase green renewable energy. City Council adopted a resolution supporting CCE on February 2nd. Communities can purchase renewable power from solar energy and wind power, but the cost is the same. Customers would still receive a PG&E bill and have the choice of opting out of the program.

On January 29th, City Council held its annual priorities study session. The councilmembers reviewed the work plan items for the year and items they wish to take on for FY 2017. The councilmembers are expected to take formal action on their priorities, which includes a public art policy, at the next City Council meeting.

New LED lights fixtures were installed at the water tower. The fixtures can accommodate 150 color combinations and do not emit noise or heat. The lights can recognize holidays and special occasions.

Mr. Bitto updated the Commission on the City's Super Bowl 50 efforts. There were a lot of visitors and business in the Downtown area. Special events including First Friday, "Super" Valentine Fun Run and the Super Farmer's Market happened during the lead up to the NFL's championship game. Mr. Bitto said staff should know sales tax revenues in about a month or two. There were no major incidents in Campbell between February 1st and 7th.

Mr. Bito invited the Commission to the Early Settlers Day event. Mr. Bito is on the event's planning committee. The committee is comprised of local residents who have deep roots in Campbell or are Campbell High School alumni. The public is invited to attend this annual gathering Monday, February 15th at 12 noon at Orchard City Banquet Hall.

New Business:

Neighborhood Association Assistance Grant Applications

M/S: Zisser/Mitchell: The Commission approved all five neighborhood grant requests of \$500 each, which totaled \$2,500.

Ayes: Commissioners: Zheng, Mitchell, Teeter, and Zisser

Noes: None

Abstained: Commissioner Castleton

Absent: Chairperson Hoffman and Commissioner Herosy

Commissioner Teeter expressed interest in augmenting the neighborhood grant fund. She believes that \$500 is the bare minimum to award neighborhood associations. Commissioner Zisser agreed, but said that the Commission should provide additional justification to the City Council to warrant additional funding. Commissioner Mitchell indicated that she was not sure a funding increase was feasible since the current grant monies allocated by the City Council had not been fully disbursed.

Staff liaison Al Bito reported that Chairperson Hoffman requested to be part of the discussion at the next Commission meeting to talk about what can be done about the remaining \$500 surplus and when would it be appropriate and timely for this commission to provide feedback to the City Council as it will review the upcoming city budget.

Commissioner Zisser indicated that the Commission needed to show some type of proof that other neighborhood associations will participate in the application process. Five neighborhood associations participated in the current grant funding cycle. Therefore, it appears that there are not enough interested parties. Commissioner Zisser expressed the need to reach out to previous grantees to measure interest. Commissioner Teeter requested that City staff provide contact information for neighborhood association leadership.

Neighborhood Resources Fair

Mr. Bito spoke on behalf of United Neighborhoods of Santa Clara County (UNSCC) representative Grace Red who could not make a representation at this meeting. Ms. Red wanted to invite the Commission to participate or at the UNSCC's neighborhood resources fair. A date has not been determined. Typically this event happens in the spring. The event entails booths setup at OCBH. There are representatives promoting insurance, the CERT program, and resources that might be of interest to neighborhood groups. No date has been set for this event.

Commissioner Teeter asked what the booth would look like. Mr. Bito indicated that it would be appropriate for this Commission to have information available on neighborhood grants, the poster contest, and the Art Outside the Box program.

The Commissioners expressed interest in attending this event, but they needed more information about participating in this event.

Work Plan Item Proposals:

Last month the Commission expressed creating a work plan for FY 2017. The Commissioners discussed ideas. Mr. Bito reported that Commissioner Hoffman asked the Commission not to take action until next month when she returned from vacation. A study session will be scheduled to further discuss and finalize the work plan.

Vice-Chair Zheng offered to research a possible "once-per-month" program in which canines and other animals from shelters can assist senior citizens. After discussion, the Commissioners suggested creating a holiday program to sponsor senior citizens and or families in need. The sponsorship program would feature a wish list of two or three items from each person or family. Other examples include a tree decorated with tags listing wish list items that are donated by businesses. Businesses could also sponsor families and or senior citizens. Commissioner Zisser indicated that Jewish Family Services provides social services to families in need. The wish list includes groceries delivered to families. Donations are received and bags containing necessities are filled. Mr. Zisser suggested if Adult Center staff could provide insight of what types of items would be needed. The Commissioners suggested enlisting the Youth Commission's help.

Commissioner Castleton expressed interest in a job fair for high school students, and a health and fitness fairs for youths. Ms. Castleton also expressed interest in a Campbell Community Walk to support suicide awareness and prevention.

Mr. Bito informed the Commissioners that the Campbell Police Dept. contracts with the Silicon Valley Animal Control Authority (SVACA). Mr. Bito suggested that the Youth Commission may also be involved with this effort.

Selection of Representative to Civic Center Master Plan Core Team

M/S: Zisser/Mitchell: Accept Commissioner Herosy's request to step down from representing the CIC on the Civic Center Master Plan Core Team and select Commissioner Castleton to serve in Ms. Herosy's place.

Ayes: Commissioners: Zheng, Mitchell, Teeter, Zisser and Castleton

Noes: None

Absent: Hoffman, Herosy

Mr. Bito discussed Civic Center financing options being explored by City staff. Campbell residents responded to a survey proposing potential ballot measures including a sales tax increase, a parcel tax and a general obligation bond. This November is the earliest a ballot measure would go to the voters. Public Works is the lead Department on this project. Commissioner Teeter said the last core team meeting occurred seven months ago.

Art Box:

Zisser indicated that the "Call to Artists" for Phase II was underway with a deadline of March 4th. Mr. Zisser delivered post cards to community colleges and universities including Santa Clara

University and San Jose State University. Mr. Zisser also distributed post cards at libraries in San Jose. Last year's top artists were also encouraged to enter again. Forty-six artists submitted 59 designs last year. Mr. Zisser expressed plans to attract program donors by posting information on Next Door.com. Mr. Zisser said that the first sponsorship was received February 10th. Two local residents contributed \$400. Mr. Zisser intends to reach out to organizations and other City boards and commissions, as well as possibly neighborhood associations.

Graduate Intern Thomas asked if one of the potential donors was the property owner near the Merrill Gardens senior housing community on Winchester Blvd. Commissioner Zisser confirmed Mr. Thomas' question. Mr. Zisser intended to reach out to councilmembers for sponsorships and donation like last year. Mr. Zisser also indicated he would reach out to local service organizations and the Chamber of Commerce.

Mr. Bito recommended staff to send an invitation letter from Chairperson Hoffman inviting prospective sponsors to participate. Mr. Bito thanked Commissioner Zisser for his work in promoting Phase II.

Mr. Thomas informed the Commission that he received one application from an artist this week. The artist who submitted the application did not submit the design on the template. The prospective applicant submitted a CGI generated design sample. The sample featured the design only on one side of each utility box. The artist was contacted and was asked to submit three templates of each of the three designs.

Commissioner Zheng asked if there were any other items. Mr. Bito indicated that Commissioner Hoffman wanted staff to clarify what happens when there is graffiti on a box. Mr. Bito reported that the Public Works Director said removal is treated like any other instances of graffiti as it would be added to existing tasks to be completed. Commissioner Zisser expressed concern about staff accidentally damaging the artwork while removing graffiti.

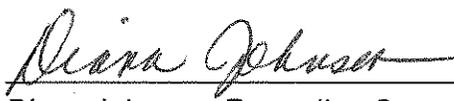
Fifth Grade Poster Contest:

The Campbell Union School District's approval letter is required to distribute contest information on school campuses. Commissioner Zisser said there is a template of a letter requesting donations from businesses and news release on file with City records. Commissioner Mitchell indicated that Marshall Lane School administrators were concerned that they did not have the school district's approval letter. Mr. Thomas said he would provide the approval letter, donation letter and news release to the Commissioners for outreach purposes.

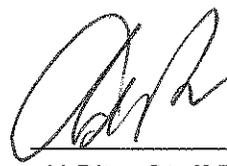
ADJOURNED:

The meeting was adjourned at 7:23 p.m.

Respectfully submitted,



Diana Johnson, Recording Secretary



Al Bito, Staff Representative



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

Thursday, February 11, 2016 - 7:30 p.m.

Doetsch Conference Room

Study Session Minutes

CALL TO ORDER: 7:30 PM

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

ABSENT: Chairperson Hoffman (Excused), Commissioner Herosy (Excused)

ORAL REQUESTS: There were no oral requests.

NEW BUSINESS:

Staff Liaison Bito said that Mr. Krisman has asked that the Commission move forward with the implementation of a public art policy.

Commissioner Zisser recommended that the Commission draft a public art policy with a broader scope to include private property and all areas of public art and that it should not be rushed. Mr. Zisser had concerns about a policy being driven by two people as opposed to the large community.

Commissioner Castleton suggested updating the General Plan with a public art element to include a mission statement about public art. The Commissioners discussed consulting the Community Development Director and Public Works Director about including a public art element.

Commissioner Zisser recommended requiring a public art element for new construction or renovations on public or private property, and that City funds are set aside to fund the art plan necessitating including a funding element in the policy.

Commissioner Mitchell recommended telling the developers what is expected of them. Mitchell inquired if a component for an Art Master Plan existed in the General Plan.

The Commissioner's discussed the City Council approving the idea of a broader art policy in the next 18-20 months and including a short or long term funding element. The City would benefit economically as public art will attract people to the city.

Staff Liaison Bito supported Commissioner Zisser's public art plan and consideration for the development for a public art fee.

Vice-Chairperson Zheng recommended that the City Council consider an update of the General Plan with a public art component.

Commissioner Mitchell recommended two items for the Commission's meeting on March 10th: The draft art policy, proposed work plan ideas with discussion regarding the liability of service dogs. Vice-chairperson Zheng offered to provide liability information concerning service dogs.

OLD BUSINESS:

There was no old business.

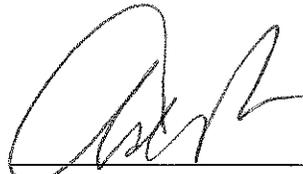
ADJOURN:

The meeting was adjourned at 7:53 PM

Respectfully submitted,



Diana Johnson, Recording Secretary



Al Bito, Staff Representative