



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

**Thursday, March 10, 2016 - 6:30 p.m.**

**Doetsch Conference Room**

**Study Session Minutes**

**CALL TO ORDER:** 6:33 PM

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

**ABSENT:** Commissioner Mitchell (Absent)

**ORAL REQUESTS:** There were no oral requests.

**OLD BUSINESS:**

Staff Liaison Bito recommended that staff refine the 2017 Work Plan items for Council. Liaison Bito suggested identifying any unique work plan items and also define any items that would impact staff, or the budget. The City will continue with the ongoing student poster contest, social service sub-grants and neighborhood grants. Identify any unique work plan items that may be of interest to this body.

Staff Liason Bito mentioned that the City Council has expressed interest to the City Manager's office to develop a beautification program. Years past the CIC had a beautification program that had not been active for a number of years. The beautification program challenged apartments, businesses, homeowners to spruce up their landscaping. Staff Liason Bito suggested the CIC to consider, a similar program with a similar component with a neighborhood component as an adjunct to the neighborhood grant program to promote tree plantings, lighting of neighborhood monument, something to beautify neighborhoods. Not quantified; however, there is approximately \$10,000 to \$25,000 funding available.

A Commissioner suggested researching other west valley communities to find what they are doing for their beautification programs. The CIC should identify locations within the city where tree plantings would be most desirable. Another Commissioner suggested other beautification projects such as the lighting of monuments, or murals.

Liaison Bito suggested using the CAP grant program as a guideline. The Committee Chairperson suggested placing the Beautification Program on the CIC's list of projects.

Graduate Michael Thomas summarized the status of the CIC's work plan items to date and provided updated information based on feedback from the Commissioners.

Following discussion of the CIC's work plan items, Chairperson Hoffman suggested going through the existing projects to define projects that are underway or complete.

**Service Pets For Seniors:** Pets from shelters assist seniors to serve as service animals and companions. Animal shelters to provide dogs that serve as collaborate with SVACA. Companions are matched with seniors.

The Commission discussed possible locations where this program could be implemented, assisted living, adult daycare or hospitals where pets are allowed. The volunteer pets would be brought to the facility. The Senior Center at Campbell Community Center is not an option as they do not allow dogs at their facility.

Chairperson Hoffman proposed deciding what the next step was, to determine whether there was a need, what the value was to the commission, who the organizers would be, and if recommended, the facilitation of a program.

**Senior Citizens Holiday Wish List:** Businesses can donate to program and or sponsor a senior citizen. Volunteers can do check-in-visits. Collaborate with Tine Wong and senior center staff and Youth Commission.

The Commissioner's suggested doing a smaller, more manageable, scale program. Consider choosing one small senior center facility. Finding seniors in need and creating a list of ten items that seniors could choose from. Create a subcommittee to manage the program.

The Commission recommended moving the Health & Wellness Services program down the list.

**High School Students Job Fair:** Students partner with local businesses to find employment. This event occurs in the summertime. Local businesses setup a booth at the Community Center or their high school wherein students can learn about being in the work force, submit resumes and are interviewed. The Commission suggested contacting other towns to inquire what they are doing. Contact the Chamber to promote local businesses.

**Health and Wellness Services:** National Prevention of Suicide. Out of the Shadows Walk. The Commissioners discussed raising awareness about this event and sponsoring this event for the joint west valley communities. They wanted to confirm this doesn't impact Park and Recreation Commission. Commission suggested further research.

The Commission recommends including CIC library support to the work plan.

"Campbell Commissioners Read." Campbell Librarian, Jane Cronkite suggested a monthly online blog wherein CIC members would provide the name of their favorite book and a photo of themselves which would be posted on the blog. Another idea discussed is reading time with a commissioner. Chairperson Hoffman suggested proposing one library item and what the CIC can do though out the year.

The Commission recommended prioritizing the following proposed work plan ideas:

1. Library Needs:
  - Book blog
  - Reading time / appearances with a CIC commissioner
2. Proposed Pilot Beautification Program
3. High School Job Fair
4. Suicide Prevention, Awareness & Support

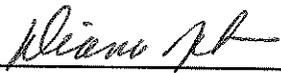
The Commission tabled the following proposed work plan ideas for future consideration:

1. Service Pets for Senior Citizens Holiday Wish List
2. Public Street Names.

ADJOURNMENT:

The meeting was adjourned at 7:30 PM

Respectfully submitted,



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



\_\_\_\_\_  
Al Bito, Staff Liaison