



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

Thursday, March 10, 2016 – 7:30 p.m.

Council Chamber

Regular Meeting Minutes

CALL TO ORDER:

The meeting was called to order at 7:30 PM by Chairperson Hoffman.

PRESENT:

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

ABSENT:

Commissioner Mitchell (Absent)

APPROVAL OF MINUTES:

M/S: Zheng/Teeter:

The minutes from the Study Session of February 11, 2016, were approved.

M/S: Zheng/Teeter:

The minutes from the Regular Meeting of February 11, 2016, were approved.

PRESENTATIONS:

There were no presentations.

COMMUNICATIONS:

There were no communications.

ORAL REQUESTS:

Campbell resident Sherrie Dougherty presented the Civic Improvement Commission with five \$20.00 gift cards as prizes for the fifth grade poster contest.

REPORTS FROM REPRESENTATIVES:

Vision Wheel: Vision, Strategies, Priority Projects

County Library Report: Jane Cronkhite, Community Librarian, presented the Santa Clara County Library report on behalf of County Librarian Nancy Howe. Ms. Cronkhite reported that the Joint Powers Authority adopted an ambitious strategic plan in 2008 to have the highest percentage of residents with active library cards in the country. An info-graphic summarizing the County Library's strategic plan through June 2017 was provided to the Civic Improvement Commission. The strategic plan includes the County Library's vision, strategies and priority projects for the next 16 months. The Vision Wheel includes five strategies related to learning, reading, literacy, technology, user experience, information sources, and outreach and programming.

The Santa Clara County Library District (SCCLD) completed a nationwide recruitment for a new Youth Services Manager and announced Community Library Children's Supervising Librarian Jennifer Weeks as the new hire for this position. This position targets early literacy and early childhood education. Jennifer will oversee the entirety of children's services throughout the County Library system, and will be part of a move to align the service managers with the strategic plan. These changes have been made to allow the County Library to better lead, support, and invest in the development of its public service teams for children and adults. Jennifer's counterpart, Gail Mason, will lead the Teen and Adult Service teams.

Ms. Cronkhite said staff is interviewing candidates from within the SCCLD as the interim replacement for Ms. Week's former role at the Community Library. A recruitment process for a permanent replacement will occur at a later time.

The SCCLD developed a new customer satisfaction survey. The survey will allow the library to better understand why and how the public uses the library, as well as opinions about specific programs, and satisfaction with their library experiences. The intent of the survey is to provide actionable and practical insight for library staff and leadership.

Community Library Report: Jane Cronkrite presented the Community Library report. Ms. Cronkhite expressed her appreciation to Mayor Baker for serving as the guest reader at Campbell Library's Preschool story time on February 29. Mayor Baker read "Water is Water," a Silicon Valley Reads 2016 selection.

The Santa Clara County Library staff and Bookmobile will appear during the annual "Bunnies and Bonnets" parade in Downtown Campbell on March 26.

Ms. Cronkhite announced that the Community Library has a new blog featuring photos of appointed and elected officials with their favorite book titles. Ms. Cronkhite also announced author Emmi Itaranta who wrote *Memory of Water* will appear at the library on March 12, Ms. Itaranta's book is a featured title of Silicon Valley Reads 2016.

Chairperson Hoffman asked Ms. Cronkrite, how the Commission can support the library and expressed interest in the blogging feature. Ms. Cronkrite will follow-up with the Commission.

Ms. Cronkhite announced that free citizenship classes are being held on Wednesday's from 1:30 to 3:00 through April 20.

REPORTS FROM STAFF:

Adult Center Update:

Senior Services Supervisor Tina Wong-Erling presented the Adult Center Update. Ms. Wong-Erling reported that on January 21, the Campbell Adult Center launched Pickleball in the Community Center's main gym. Pickleball is a cross between badminton, tennis and ping-pong. Twenty-two players turned out for the free demo led by members of the Pickleball Association. Since there was such a positive response, Pickleball will now take place weekly on Thursday mornings for a drop-in-fee of \$3.00 for visitors 50 and over.

The Adult Center celebrated the Year of the Monkey on February 17. Festivities included a lively performance by the Moonlight Dance Group and a martial arts performance by the Omei Taichi Academy of Cupertino. In its third consecutive year, the Chinese New Year celebration has become popular by drawing participants from Wesley Manor and Merrill Gardens.

The California Parks and Recreation Society District 4 Annual Awards and Volunteer Recognition Dinner was held on February 25. The Adult Center recognized volunteer instructor Brian Schwatka. For the past three years, Brian volunteered to teach two classes at the Campbell Adult Center. With the Intro to iPad class, Brian has successfully helped many older adults learn to use their mobile devices. Brian has also offered a class entitled, "Should I Stay or Should I Go." This class introduces various topics for seniors to evaluate when considering a move from their home. He brings in professionals who share information about in-home care services, asset protection, long term care, and downsizing. This class has been helpful in guiding participants with challenging decisions they face as they age.

On Saturday, April 16 the Campbell Community Center will host the sixth annual Caregivers Count Conference at Orchard City Banquet Hall from 9:00am to 2:00pm. This free conference is for families and friends caring for aging loved ones. Topics include self-care and stress management, communicating with those who have dementia, as well as navigating changes in care, nutrition and wellness. A media consultant has been hired to advertise this conference on social media.

City Update:

Staff Liaison Al Bito reported that the City was advised that the Scrambl'z restaurant located on Winchester Blvd. has been sold and will reopen as Uncle John's pancake house.

Arbor Day was celebrated on March 7 at Campbell Middle School and John D. Morgan Park. Mayor Baker was present and a celebratory tree was planted at John D. Morgan Park.

The LaValencia apartment complex is in the process of demolishing its carports. The City has required that the owners of the apartment complex re-stripe their parking lot to allow for additional on-site residential parking. For the past few years, there was an increase of parking onto neighboring streets particularly in the El Caminito and California neighborhoods. The apartment complex is working to resolve this issue.

Graduate Intern Michael Thomas provided an update on the Neighborhood Assistance grant program. All five grantees that were awarded grants of \$500 each had their grant checks disbursed from the City. Mr. Thomas indicated that there is a \$500 surplus from the grant money budget and requested guidance of how to proceed with allocating the remaining surplus. The Commission discussed using these funds for graffiti coating on the art boxes. Chairperson Hoffman indicated the Public Works Department will maintain the art boxes. Public Works staff will remove all graffiti, and when necessary recoat the art boxes. It is the Civic Improvement Commission's responsibility to assign the art box locations and apply the initial graffiti coating.

Commissioner Teeter reported back to the Commission on her outreach to the six neighborhood associations that did not apply during the last grant application cycle. Four of the six associations responded to Ms. Teeter's inquiries. The Campbell Community Center Neighborhood Association anticipates applying next year. Hamilton East and Winchester Park neighborhood associations no longer qualify and should be removed from the list. The Four C's Neighborhood Association is not interested applying for grant awards. The two remaining neighborhood associations: San Tomas West and Central Hazelwood did not respond.

Given the interest of the associations, Commissioner Teeter felt that there would be insufficient funding for each of the participants if all applied. There is no justification for an increase in funding for next year as not all of the monies were spent. Staff Liason Bito indicated that he has submitted the draft budget to the City Manager and re-submitted a proposal for \$3,000 towards the grant program.

Mr. Thomas indicated that he still has not been successful contacting Central Hazelwood Neighborhood Association about providing documentation of its grant issued in 2014. To date, they have not provided any documentation. The association received grant funding last year, and to date, has not spent any of the money, but inquired whether the grant can be returned to the City. Mr. Thomas said the revised grant application requires recipients to spend the monies received within the calendar year. The Commission inquired what the policy of receiving returned money and whether the money could be added to next year's funds or returned to the general fund. Staff will follow-up and report back to the Commission on this matter at a later date.

New Business:

There was no 'new business'.

Old Business:

Staff Liaison Bito indicated that the United Neighborhoods of Santa Clara County's (UNSCC) neighborhood resources fair scheduled for Saturday, March 26 conflicted with the Bunnies and Bonnets Parade and the Easter Egg Hunt on the same day. Mr. Bito advised the event's representative of potential traffic and parking impacts to this event. Mr. Kelly indicated that UNSCC would consider changing the date. Chairman Hoffman encouraged the Civic Improvement Commission to participate in the Neighborhood Resources Fair event.

Staff Liaison Bito indicated that staff had agendaized the work plan proposals for the Commission to take formal action. However, based upon the Commission's comments and discussion from the Study Session, the recommendation was to move the work plan items to the April meeting and take action at that time.

Public Art Policy:

Staff continues to refine the public art policy. The Parks and Recreation Commission's staff liaison has requested to move the schedule back one month from April to May to allow further review of the policy. The CIC requested reviewing the policy in May when the draft is complete.

Art Box:

Commissioner Zisser indicated that 24 applications and 36 designs were submitted during the *Call to Artists*. A selection sub-committee will meet on April 1 to review the applications and design renderings. A follow-up meeting will occur two weeks later to review the rankings and make final decisions. Once the selection process is complete, offers will be made to selected artists to schedule painting in May / June. Nine sponsorships have been received. Commissioner Zisser indicated that technically there should be 10 boxes as the box located at the light rail station at Hamilton and Highway 17 has three boxes.

To date, \$50 towards the Misc. donations have been received. Approximately \$600 to \$700 is required to cover graffiti coating and supply costs. Should there be substantial sponsorships received, the Commission considered reserving those donations for the funding of additional art boxes through September / October.

Mr. Thomas reported that two more sponsorships were received. Additionally, a local business owner in Campbell indicated that he would sponsor various locations in Campbell. He felt that an art box would deter graffiti. He would like the Commission to consider a box located at Winchester Boulevard near Camden. Commissioner Zisser will confirm whether this box is located in Campbell and will report back to the Commission in April. The Commission discussed other

potential box locations including the Pruneyard, Dry Creek and Union/Bascom Avenue areas. Chairman Hoffman commented that neighborhood associations could sponsor additional boxes in the City.

Chairman Hoffman acknowledged Commissioners Zisser and Herosy for their assistance with the Art Box program.

Fifth Grade Poster Contest:

Mr. Thomas indicated that the Commission has secured prize donations from various businesses. A list of which Commissioners who offered to seek donations from local businesses was e-mailed to the Commission as a reference. The Commission requested re-distribution of the tax and donation letter. The Commissioners discussed the poster contest and its process. Members of the Poster Contest sub-committee include Chairman Hoffman and Commissioner Mitchell. The deadline for poster submittals is April 11. Judging will be in advance of the April 14 meeting. Posters will be displayed in the Council Chambers beginning Tuesday, April 12 and from which the top selections will be chosen. Chairman Hoffman invited former CIC Recording Secretary Sherrie Doherty to provide assistance during the poster selection process.

ADJOURNMENT:

The meeting was adjourned at 8:46 p.m.

Respectfully submitted,



Diana Johnson, Recording Secretary



Al Bito, Staff Representative