



## CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

May 12, 2016

### REGULAR MEETING MINUTES

ROLL CALL: The meeting was called to order at 6:07 P.M. by Chairperson Hoffman.

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

ABSENT: Commissioner Zheng (Excused).

PRESENTATIONS: The winners of the 2016 Fifth Grade Poster Contest were announced. This year, 37 posters were submitted by students living in or attending a public or private school in Campbell. The top ten finalists and their families attended a celebratory reception at 5:45 PM held prior to the regular meeting in the Council Chamber lobby area. During the reception, students, their families, and friends had the opportunity to meet with Councilmember Kotowski, Chairperson Hoffman and members of the CIC.

Chairperson Hoffman announced the six honorable mention students, then announced the final four top prizes. The grand prize was a Specialized mountain bike donated by Ric Paul, owner of Wheel Away Cycle Center in Campbell. Commissioner Hoffman recognized the following local businesses and community members for donating prizes to this year's contest: Jalisco's Mexican Food, Capers Restaurant, City Pizza, Chef Ko Cuisine, Recycle Bookstore, Frost Cupcake Factory, Mr. Pickle's Sandwich Shop, the Art Beat, Hash House Restaurant, the Garret, Campbell Historical Museum and Sherrie Doherty. Posters will be on display at Recycle Book Store, Wheel Away Cycle Center and the Campbell Library until June 5.

Chairperson Hoffman thanked the students for their artwork, and the teachers and families for supporting and participating in the contest.

At the conclusion of the awards ceremony, Chairperson Hoffman called for a recess at 6:27 PM and resumed the meeting at 6:42 PM.

### APPROVAL OF MINUTES:

M/S Teeter/Mitchell: That the minutes of the Special Meeting of April 14, 2016 be approved.

The motion was approved by the following vote:

Ayes: Commissioners: Zisser, Teeter, Herosy, Mitchell and Hoffman

Noes: None  
Abstentions: Commissioner Castleton  
Absent: Commissioner Zheng (Excused)

COMMUNICATIONS: There were no communications.

ORAL REQUESTS: There were no oral requests.

REPORTS FROM REPRESENTATIVES:

County Library Report: County Librarian Nancy Howe presented the Santa Clara County Library District's report for May 2016.

JPA Meeting, April 28: The JPA met on April 28. Actions included the acceptance of the 2016 Financial Audit Report and the FY 16-17 Preliminary Budget. The estimated status of the fund balance for economic uncertainty designation following the adoption of the FY 16-17 budget will be \$11,576. The JPA has a goal of holding a reserve of \$13,000 to allow the library to maintain services during the next economic downturn.

The *New York Times* is a new free on-line resource to all SCCLD library cardholders. Patrons can access *The Times* from home or the library. From home, patrons will have access to 72 hours of off-site content from their computer or mobile device. The library is the first in Santa Clara County to offer the digital version of this national newspaper at no cost.

Campbell Library Report: County Librarian Nancy Howe delivered the Campbell Library's report for May on behalf of Community Librarian Jane Cronkhite. Ms. Howe reported that readers of all ages are invited to take the County Library's Summer Reading Challenge—"Read for the Win." This program challenges participants to read five books between June 1 and July 31. Adults and teens get a free book tote for signing up while children can earn a free prize book. Everyone who signs up will receive a free ticket to the Children's Discovery Museum.

Ms. Howe reported that staff members have been working with the Campbell Police Department to address disruptive behavioral issues occurring at the library. The library will hire a private security guard to free staff from having to address any possible future occurrences.

Commissioner Zisser inquired about accessing the library's blog to post pictures of members favorite book titles as previously presented to the CIC. Ms. Howe will follow up and provide instructions on accessing the blog and will e-mail her findings to Commissioner Zisser directly.

Chairperson Hoffman thanked Ms. Howe for her reports.

REPORTS FROM STAFF:

Adult Center Report: Senior Services Supervisor Tina Wong-Erling presented the Adult Center Report dated May 5, 2016.

Caregivers County Conference: Approximately 130 participants and 25 exhibitors participated in this event. The event aimed at educating and supporting families and friends caring for aging loved ones. Topics included navigating changes in care, nutrition and wellness, as well as compassionate communication tips for the memory impaired. The City partnered with the Santa Clara County Aging Services Collaborative's Caregiver Work Team to sponsor this event.

Income Tax Assistance: The Community Center collaborated with American Association of Retired Persons (AARP) to provide income tax preparation assistance this year. Over 450 income tax returns were completed. Ms. Wong-Erling thanked the more than 20 volunteers for their dedication and assistance.

Life Care Planning Seminar: The Adult Center hosted a Life Care Planning Seminar co-sponsored by Kaiser Permanente. At this informative seminar, Kaiser Permanente representatives introduced an Advanced Healthcare Directive and explained the process of completing this directive.

Chairperson Hoffman thanked Ms. Wong-Erling for her report.

City Update: Staff Liaison Al Bito reported the following in the City Update:

Safe Routes to School: Mr. Bito reported that on April 20, the Safe Routes to School of Santa Clara County partnered with Capri Elementary school to host a walking school bus event on Hacienda Avenue. Mr. Bito acknowledged councilmembers, commissioners and staff for their participation. The event promoted the benefits of walking to school.

Campbell Water Tower: On April 21, the water tower was illuminated in purple light to honor the passing of musician and performer Prince.

Great American Litter Pickup: On April 23, the City held its annual Great American Litter Pickup event. Over 200 volunteers collected over 900 pounds of trash and 3,200 pounds of recyclables totaling over 4,100 pounds of debris removed from local parks and trails.

FY 16/17 Operating and Capital Budget: On May 2, City Council performed its first review of the FY 16/17 Operating and Capital Budget. With regard to CIC-related programs, staff requested to increase the social service sub-grant allocation by \$10,000 from \$50,000 to \$60,000.

Public Safety Event at Highway 17 and Campisi Way: Campbell Police and Public Works Maintenance staff members assisted with the closure of lanes on Hamilton Avenue in this area. The Santa Clara County Sheriff's Department held jurisdiction in this matter as the incident began in Santa Cruz. There were two fatalities and a suspect who fled the scene.

Mr. Bito acknowledged and thanked the Commission for their hard work and dedication over the past years.

Chairperson Hoffman thanked Mr. Bito for his report.

Art Box Fiscal Update: Graduate Intern Michael Thomas provided an update on the Art outside Box program's fiscal status. All donations and sponsorships totaled \$3,900. Total payments to date for artist honoraria and material costs totaled \$1,051. The total current fund balance is \$2,905. Mr. Thomas indicated that the Commission needed an additional \$540 in order to cover all costs without any City funds.

NEW BUSINESS:

Cancellation of Summer Meeting. The Commissioners discussed their availability for July and August and agreed to cancel the July 14 meeting.

M/S Mitchell/Herosy: That the July 14 meeting be cancelled as consistent with past practices.

The motion was approved by the following vote:

Ayes: Commissioners: Castleton, Zisser, Teeter, Herosy, Mitchell and Hoffman

Noes: None

Abstentions: None

Absent: Commissioner Zheng (Excused)

Excused and Unexcused Absences: Staff Liaison Bito addressed the Civic Improvement Commission's recent inquiry of excused and unexcused absences. He indicated that the City Council members are understanding of personal matters, which require time off. Mr. Bito recommended that Commissioners contact staff in advance and the absence will be recorded as an excused absence. Chairperson Hoffman encouraged absence notification, as quorum is required to convene meetings.

OLD BUSINESS:

Poster Contest Next Steps:

Posters will be on display at the Campbell Library and Recycle Bookstore while the first place poster will be displayed at Wheel Away Cycle Center. The Commission will assist with distribution of the posters. Police Department staff has requested to display a police-themed poster in its offices. Staff will contact the student's parent or guardian for permission to display the poster.

For the past two years, there has been a decline in participation of the annual poster contest. The Commission expressed value in personal contact, and future promotion of the event through local schools' art programs. The Commissioners also suggested promoting the event earlier in the year.

FY 16-17 Major Work Plan Items: Mr. Bito presented the Civic Improvement Commission's FY 16/17 Major Work Plan Goals and Objectives. These objectives included: Art Box Phase II, a pilot beautification grant program policy, review Neighborhood Association Assistance grant applications, implement student poster/essay

contest, review FY 2018 and FY 2019 social service sub grant applications and a new implement high school job fair event and other tasks as directed by the City Council.

After discussion, the Commission amended the Major Work Plan Goals and Objectives to include extending time window for planning, organizing and executing the high school job fair from January 2017 to May 2017 and adding Art Box Phase III from December 2016 to June 2017.

M/S Mitchell/Teeter: That the CIC's Major Work Plan Goals and Objectives for FY 2017 be approved as amended. The motion was approved by the following vote:

Ayes: Commissioners: Castleton, Zisser, Teeter, Herosy, Mitchell and Hoffman

Noes: None

Abstentions: None

Absent: Commissioner Zheng (Excused)

Pilot Beautification Grant Program: Graduate Intern Michael Thomas presented introductory information regarding the pilot beautification grant program. Mr. Thomas indicated that such projects are usually completed between the months of May and October. Grant amounts range between \$1,000 and \$5,000 with appropriations made by the local jurisdiction. Other communities use local hotel room taxes as a funding source. City staff has proposed \$25,000 to fund such a pilot program for FY 16/17. Final discussion and approval on the FY 16/17 Operating Budget and Capital Improvement Plan by Council is anticipated at the June 21<sup>st</sup> Council Meeting. A CIC study session on this item is scheduled for June, 9 at 6:00 PM. Chairperson Hoffman suggested that if any of the Commissioners are not able to attend the study session to please provide their comments on this item prior to the meeting.

Draft Public Art Policy: Staff Liaison Bito reported that staff presented the draft public art policy to the Parks and Recreation Commission (PRC) at its May 4 meeting. Staff received positive feedback from the PRC. Mr. Bito presented the latest version of the draft policy based upon the PRC's feedback. Staff asked the CIC members to review the revised policy and provide feedback. The Commissioners requested that the public art policy include language to allow for professional review of public art proposals by staff prior to CIC consideration. The Commissioners also requested that a visual arts expert(s) such as a college instructor participate in the review process. Staff suggested that the Commissioners attend the City Council meeting on June 7 when the draft public art policy will be considered.

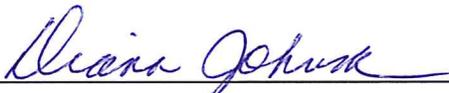
#### COMMISSIONER REPORTS:

Art outside the Box: Commissioner Zisser indicated that pending corporate approval, Patrick King from Dunne Edwards Paint has indicated that he is willing to donate \$200 of free paint per artist.

ADJOURNED: The meeting was adjourned at 7:59PM.

The next regular meeting of the Civic Improvement Commission is scheduled for Thursday, June 9, 2016, at 7:30 P.M., in the City Council Chamber, Campbell City Hall 70 N. First Street, Campbell, California.

Respectfully submitted,



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Diana Johnson, Recording Secretary



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Al Bito, Staff Representative