



CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

June 9, 2016

REGULAR MEETING MINUTES

ROLL CALL: The meeting was called to order at 7:40 PM by Chairperson Hoffman.

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

ABSENT: Commissioners Herosy and Teeter (Excused).

PRESENTATIONS: There were no presentations.

APPROVAL OF MINUTES:

M/S Zisser/Mitchell: That the minutes of the Meeting of May 12, 2016 be approved.

The motion was approved by the following vote:

Ayes: Commissioners: Castleton, Mitchell, Zisser and Hoffman

Noes: None

Abstentions: Commissioner Zheng

Absent: Commissioner Herosy and Teeter (Excused)

The minutes of the regular meeting of April 14, 2016 were not approved, as there was no quorum.

COMMUNICATIONS: There were no communications.

ORAL REQUESTS: There were no oral requests.

REPORTS FROM REPRESENTATIVES:

County Library Report: County Librarian Nancy Howe was absent. Chuck Griffen, Financial & Administrative Services Manager with the Santa Clara County Library District, presented the Santa Clara County Library District's report for June 2016.

JPA Meeting, June 2: The JPA met on June 2. Actions included final approval of the FY 16/17 budget, consideration of a surveillance camera policy, consideration of Silicon Valley Reads, and the report on the Fines and Fees Policy.

Digital Shift in Information Technology: The shift from print to digital formats has changed collection development, purchasing, ownership, and lending practices for public libraries. Virtual library visits now equal in-person visits. Library staff and the public are now in need of new technology skills. The SCCLD has added a variety of free technology training options for the public and a suite of subscription services are now available online 24/7.

Income Disparity: Income and wage disparities continue to be an issue in Silicon Valley. In response to the loss of discretionary income in many households, free services delivered by SCCLD help children learn to read, succeed in school and promote life-long learning for all ages regardless of income. In July 2015, SCCLD removed its \$80 library fee for non-Santa Clara County residents offering free library cards to everyone to utilize library services, databases and programs at no cost.

Foreign Born Residence: A large share of residents currently living in Silicon Valley are foreign born with more than 50% of this population over the age of five exclusively speaking a language other than English at home. Last year, library materials available in over 20 languages were borrowed more than 670,000 times. As a result, SCCLD is offering free ongoing English as a Second Language (ESL) classes and reading programs utilizing volunteers who offer individual tutoring for adults who want to learn English.

Summer Reading Kick Off "Read for the Win": SCCLD's 2016 Summer Reading challenge "Read for the Win" encourages Santa Clara County children to read and participate in free and fascinating activities this summer that promote academic achievement. The program runs June 1-July 31 at all District branches. Registration is available at any SCCLD branch or online at www.sccl.org/summer2016.

Medici TV: Live classical music concerts, operas and ballets are available online at SCCL.org

Chairperson Hoffman thanked Mr. Griffen his report.

Campbell Library Report: Community Librarian Jane Cronkite reported that library staff witnessed the largest turnout for the Campbell Union School District's annual writer's fair reception. The Campbell Library hosted the annual event for the month of May. Students from various schools countywide participated in this event.

To promote the 2016 Summer Reading challenge, Ms. Cronkite distributed free tote bags containing information about the Summer Reading Challenge to the Commissioners and City staff.

Chairperson Hoffman thanked Ms. Cronkite for her report.

REPORTS FROM STAFF:

Campbell Museum: Senior Museum Specialist Kerry Perkins presented the museum report. Public Works Maintenance staff completed the Historical

Museum's native plant garden. Staff completed installation of an irrigation system, decomposed granite pathways and 37 drought tolerant plant varieties. Delphi academy students have drawn pictures, researched and identified plants, and will design informational signs for each plant species.

An information panel detailing the various types of irrigation used in the garden, as well as an exhibit about the Ohlone tribe is scheduled for installation in the future.

Education Wrap Up: Over 5000 school students visited the Historical Museum and Ainsley House to learn about life in Santa Clara Valley over 100 years ago. The Museum also reached over 1,500 students through their rentable history trunks.

Grant Funding: Ms. Perkins acknowledged the Museum Foundation and Campbell Community Endowment Foundation for their generous donations. Donations fund the transportation of students to and from field trips.

New Historical Museum Exhibit Opening in September: Staff will install one of four new exhibits at the Historical museum over the summer. The exhibit will illustrate how work life has evolved in Campbell from an agrarian economy to a high tech economy. A professional exhibit designer will create a cannery area and a computer zone. IBM Almaden Research Lab will provide artifacts presenting the future of high tech.

History Happy Hour 2016: History Happy Hour summer events at the Ainsley House will feature Opera San Jose General Director Larry Hancock on June 10.

Historian and Ainsley House Docent Barney Terrell will speak about "The September Boys" which tells the story of the 200 men from Santa Clara County drafted to fight in World War I.

Chairperson Hoffman thanked Ms. Perkins for her report.

City Update: Staff Liaison Al Bito reported the following:

Italian Ice Cream Shop Application: An application has been filed for a new Italian ice cream shop to open in the small strip mall located on Campbell Avenue adjacent to the railroad tracks.

State Senate District 15 Forum: The Council Chambers was the site for the League of Women meet the candidates forum for State Senate District 15. Voters met candidates who included State Senator Jim Beall, Chuck Page, and Anthony Macias.

Boogie on the Avenue: In spite of the rain, there was a good turnout. Mr. Bito thanked the Campbell Police Foundation for supporting the police department. There were various activities for children. A dunk tank with Councilmember Jeff Cristina rose over \$2,900 for the Campbell Police Foundation.

Campbell Youth Commission: Youth Commissioners have been selected to serve for the 2016-17 school year. The Commission includes representatives from

Westmont, Archbishop Mitty, and Saint Francis High Schools among others. The Youth Commission's first meeting will be held in September.

FY 16/17 Operating and Capital Budget: On June 7, City staff presented the FY 16/17 budget for the Campbell City Council's review and consideration. Formal adoption will occur at the June 21 meeting. The preliminary budget includes funding for CIC programs including social service sub-grants with recommended enhancements, neighborhood grants and community beautification.

Commissioner Zisser asked for an update on the Study Session for the library. Mr. Bito reported that the Study Session reviewed the survey results in connection with the Civic Center Master plan, and potential revenue measures. The City Council asked staff to further study the viability of a general obligation bond measure for inclusion on the November 2016 ballot related to the Civic Center Master Plan.

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. Approximately \$2,560 has funded artists' honoraria. All nine artists have received their initial honorary payments or payments are being processed. This amount also included material costs for anti-graffiti coating and the "Call to Artist" post cards. The current fund balance is \$1,397. Another \$553 is needed to cover the full costs for Phase II. Staff promoted the need for additional funding on the City's website.

NEW BUSINESS:

August Meeting: Consistent with past practice, the Commissioners agreed to cancel their July meeting and hold its next regular meeting on August 11 with a special time of 5:30 PM.

The Commissioners and staff will meet on Monday, August 1 at 6:00 PM at Opa Restaurant in downtown Campbell for a no-host social event.

OLD BUSINESS:

FY 17 Major Work Plans: Michael Thomas reviewed the changes made per the Commission's last discussion. A memo dated June 9 that included the changes was distributed to the Commission.

Social Services Sub-Grant Program: Commissioner Zisser expressed interest in reaching out to other agencies and non-profit organizations to help at-risk children in the community who would benefit from receiving grant funding.

Beautification Grant Program: Chairperson Hoffman summarized the Study Session on this item. Staff will provide an update on this item at a later date.

Draft Public Art Policy: Staff Liaison Bito thanked Commissioners Zisser, Castleton and Chairperson Hoffman for attending the Council Meeting. The Council voted 5-0 in favor of the Public Art Policy at its regular meeting on June 7. The Council removed language requiring developers to pay a public art fee when applying for permits and regulation of art on private property.

COMMISSIONER REPORTS:

Art Outside the Box: Commissioner Zisser indicated that there are five art boxes in progress, none are completed. New digital photographs are posted on the Art Outside the Box program's Facebook page. Mr. Zisser said all utility boxes should be prepared for painting by the end of June.

ADJOURNED:

Chairperson Hoffman adjourned the meeting at 8:30 PM.

The next regular meeting of the Civic Improvement Commission is scheduled for Thursday, August 11, 2016, at a special time of 5:30 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