



Regular Meeting Agenda
Library, Culture, and Arts Commission

Paul Lake - Commissioner
Norma Bussing - Commissioner
Maria Antunes - Commissioner
Lori Paul - Commissioner
Daniel Redfield - Commissioner
Katie Khera - Commissioner
Brigitte Crawford - Commissioner

Tuesday, December 5, 2017 7:00 PM

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

Members of the public are entitled to address the Commission concerning any item within the Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda. (See additional noticing at the end of this agenda)

ADOPTION OF THE AGENDA

REPORTS

1. **COUNTY LIBRARY REPORT**
2. **MORGAN HILL LIBRARY REPORT**
3. **FRIENDS OF THE MORGAN HILL LIBRARY REPORT**
4. **CITY UPDATE**

BUSINESS

5. **APPROVE THE NOVEMBER 21, 2017 MEETING MINUTES**

Recommendation:

Approve Minutes.

6. **HISTORICAL SOCIETY PARTNERSHIP**

Recommendation:

That the Commission continue to discuss development of a formal relationship between the Historical Society and the Commission.

7. **REQUEST FOR LCAC SUPPORT ON PRIVATE MURAL**

Recommendation:

Assign commissioner(s) to support request to provide public input on private art project in the downtown area.

8. **UPDATE ON TARANTULA SHIRTS**

Recommendation:

Discuss sales of Tarantula Shirts for the Public Art Fund.

9. **ART A LA CARTE DEBRIEF AND PLANNING**

Recommendation:

Discuss the planning for Art a la Carte 2017.

10. **DISCUSS JANUARY MEETING DATE**

Recommendation:

Discuss January meeting date and determine if a change in date is necessary.

11. **COMMISSION WORK PLAN UPDATES**

Recommendation:

Discuss and provide updates on Work Plan items.

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT

COMMUNICATIONS

NOTICE

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act that are distributed to a majority of the legislative body less than 72 hours prior to an open session, will be made available for public inspection at the Office of the City Clerk at Morgan Hill City Hall located at 17575 Peak Avenue, Morgan Hill, CA, 95037 at the same time that the public records are distributed or made available to the legislative body. (Pursuant to Government Code 54957.5)

PUBLIC COMMENT

Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on any issue that is on this agenda, please complete a speaker request card located in the foyer of the Commission Chambers, and deliver it to the Minutes Clerk prior to discussion of the item. You are not required to give your name on the speaker card in order to speak to the Commission, but it is very helpful. When you are called, proceed to the podium and the Mayor will recognize you. If you wish to address the Commission on any other item of interest to the public, you may do so by during the public comment portion of the meeting following the same procedure described above. Please limit your comments to three (3) minutes or less.

Please submit written correspondence to the Minutes Clerk, who will distribute correspondence to the Commission.

Persons interested in proposing an item for the Commission agenda should contact a member of the Commission who may plan an item on the agenda for a future Commission meeting. Should your comments require Commission action, your request may be placed on the next appropriate agenda. Commission discussion or action may not be taken until your item appears on an agenda. This procedure is in compliance with the California Public Meeting Law (Brown Act) Government Code §54950.

City Council Policies and Procedures (CP 03-01) outlines the procedure for the conduct of public hearings. Notice is given, pursuant to Government Code Section 65009, that any challenge of Public Hearing Agenda items in court, may be limited to raising only those issues raised by you or on your behalf at the Public Hearing described in this notice, or in written correspondence delivered to the Commission at, or prior to the Public Hearing on these matters.

The time within which judicial review must be sought of the action by the Commission, which acted upon any matter appearing on this agenda is governed by the provisions of Section 1094.6 of the California Code of Civil Procedure.

For a copy of Commission Policies and Procedures CP 97-01, please contact the City Clerk's office (408) 779-7259, (408) 779-3117 (fax) or by email michelle.wilson@morganhill.ca.gov.

AMERICANS WITH DISABILITIES ACT (ADA)

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (408)779-7259, (408)779-3117 (fax) or by email michelle.wilson@morganhill.ca.gov. Requests must be made as early as possible and at least two-full business days before the start of the meeting.



Sustainable Morgan Hill Vision

Morgan Hill is a socially responsible, environmentally conscious, and economically sound community that embraces inclusiveness with participation by all.

CITY COUNCIL ONGOING PRIORITIES

Enhancing Public Safety · Protecting the Environment · Maintaining Fiscal Responsibility ·
Supporting Our Youth, Seniors, and Entire Community · Fostering a Positive Organizational Culture ·
Preserving and Cultivating Public Trust · Preserving Our Cultural Heritage

2017 STRATEGIC PRIORITIES

High Speed Rail

Inclusiveness

Infrastructure

Regional Initiatives

Telecommunications

2017 STRATEGIC PRIORITIES:



High Speed Rail

The City of Morgan Hill will directly advocate for our community's needs through our communications, discussions, and decisions. We will continue to engage the community, the High Speed Rail Authority, our state and federal legislators, and other regional agencies to mitigate negative impacts and convey our position that the High Speed Rail Authority should only use the existing Highway 101 right-of-way to avoid all impacts to residents, schools, and businesses. Should the Authority decide the 101 right-of-way is not feasible, we will strongly advocate for the route with the least impact on Morgan Hill.



Inclusiveness

We will celebrate the diversity, history, and culture of our community. Through City Council workshops, community meetings, and researching successes in other communities, the City will listen to and collaborate with the community to define how inclusiveness will be further woven into our community's fabric and to increase public participation. The City's communications, services, public spaces, and projects will embrace all community members as partners, advancing our vision of being a socially responsible community.



Infrastructure

The City will review its streets, parks, and public facilities infrastructure needs initially by updating its 2014 infrastructure study to quantify the funding gap. We will identify potential funding options as ongoing revenue is insufficient to fund our vital community assets at a sustainable level without significantly impacting existing service levels that our community has come to expect. Morgan Hill will actively work with the Valley Transportation Agency, the County, and the State to secure funding for the Santa Teresa extension and road maintenance. We will continue to work closely with our community to inform them of the needs and engage them to find an affordable and sustainable solution.



Regional Initiatives

City Council and staff will focus on influencing regional decisions that benefit Morgan Hill. This regional involvement will include, but not be limited to, partnering with the League of California Cities, Valley Transportation Authority, Santa Clara Valley Water District, Cities Association of Santa Clara County, the City of Gilroy, Santa Clara County, Morgan Hill Unified School District, the Local Agency Formation Commission, the Open Space Authority, and Silicon Valley Clean Energy to advance projects that further Sustainable Morgan Hill.



Telecommunications

The City will collaborate with the private sector to explore ways to provide fast, reliable access and wireless connectivity for residents and businesses. The 2016 Telecommunications Infrastructure and Economic Development Blueprint reports will be the foundation for continuing discussions with broadband providers, public utilities, and other infrastructure service providers in developing an implementation plan for growing our telecommunications infrastructure. The plan will be used to signal Morgan Hill's support for business expansion.

December 2017
Commission Report
Nancy Howe, County Librarian

Give the Gift of Literacy

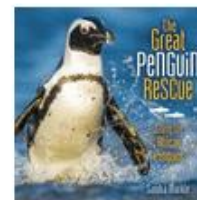
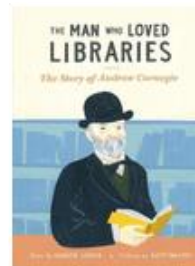
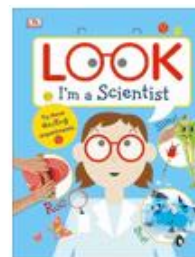
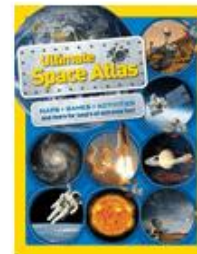
Helpful tips for parents, grandparents and every caregiver.

Holidays are a time for family gatherings, vacation and gift giving. Whether you are looking for a good book for the kids to read during their winter break, or to give as a gift, you can find great book recommendations at the library.

Carry on an old, family tradition of giving books during the holidays or start a new tradition to help grow life-long readers. The gift of literacy is a gift that keeps giving.

Here are our top new book suggestions for the children in your life – if you want more suggestions, be sure to ask your local children's librarian.

[Click here for our list of recommended books for kids](#)



Looking for the Perfect Gift?

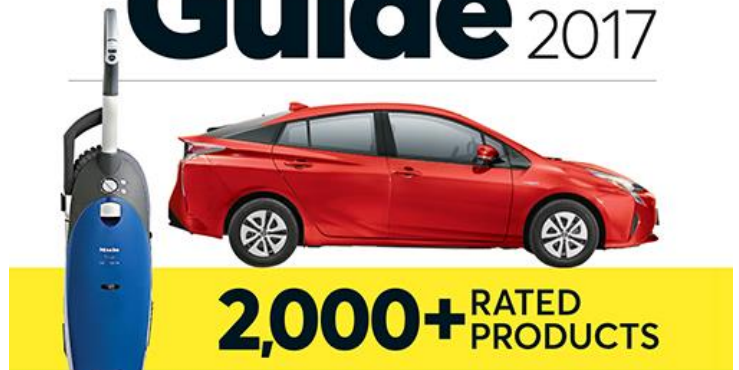
Your library can help!

Whether for the holidays, birthday, or anniversary, sometimes you need a little extra help to find that perfect gift. The library has the *Consumer Reports* online to help you compare prices and find product reviews, ratings, and recommendations.

Thinking about doing something special for the New Year? Compare options and prices. Giving toys to the kids for the holidays? Check out the ratings and reviews for what's popular this year. Is your favorite reading buddy wishing for a new tablet? Consumer Reports has recommendations. You can browse the latest issues for gift ideas or search for something specific. Whether you are looking for tech, toys, or travel, first check the *Consumer Reports* at the library. [Access full copies of the Consumer Reports](#) for free with any electronic device, internet connection and your library card.

CR ConsumerReports™

Buying Guide™ 2017 **BEST & WORST**



Digital December

SCCLD has the latest in tablets, eReaders and Library apps to try

If you are thinking about giving a tablet or eReader this holiday season, or maybe want to add that to your own holiday list but aren't familiar with the most popular models, come to the Santa Clara County Library District to try out the latest on our Tech Toolbar. We currently have the Galaxy Tab S3, iPad Pro, and Kindle Oasis. Our Tech Toolbar is a "petting zoo" for new digital devices where you can look, touch and try in a sales-free environment.

Our tablets and eReaders are preloaded with [free library apps](#) for you to try. SCCLD offers OverDrive, Cloud Library, and RBDigital for eBooks and audiobooks, Flipster for magazines, and free online subscriptions to the New York Times and free access to the San Jose Mercury, and Wall Street Journal. You can also stream movies from Kanopy, MediciTV and Overdrive plus download music from Freegal. Looking for ebooks, emagazines and audiobooks in Spanish or Traditional Chinese? The library has these too!

Great Flicks to Watch with the Family

When it's cold outside, plan some family movie time!

With a [broad range of movies, films and documentaries](#) available in DVD, Blu-ray or streaming video, you're sure to find something available from the library to entertain every member of the family.



Holiday Happenings at the Library

Calendar of December events at each SCCLD location

We have many fun and free events planned this holiday season. Check them out!

CAMPBELL:

Holiday Bags, Tags and Cards!

Come make holiday bags, tags and cards for everyone! All supplies will be provided for this family craft and all families are invited to craft together.

- Wednesday, December 13, 4-5 pm
- Saturday, December 16, 10-11 am

Holiday Puppet Show

The Fratello Marionettes present their puppet extravaganza, The North Pole Review!

- Saturday, December 12, 2pm

CUPERTINO:**Design Your Own Holiday Tote Bag**

Have a fun afternoon designing a holiday tote bag. All materials will be provided. Take a break, express your creative side and make a gift for the holidays. For Teens aged 13-18.

- Saturday, December 9, 3-5 pm, Story Room

Holiday Origami

School age children are invited to join us for a holiday origami craft. You must be able to fold on your own.

- Monday, December 18, 4-5 pm, Story Room

Felt Creature Winter Craft

Create a little felt creature and make a snug winter home for it out of a mini altoids box. All materials will be provided. Sponsored by the Friends of the Cupertino Library.

- Wednesday, December 20, 4-5 pm, Story Room

GILROY:**Winter Holiday Crafts for Children and Families**

Saturday, December 9th from 12pm-2pm.

Drop-In Crafts and Coloring for Children and Families

Tuesday, December 26 – Saturday, December 30, 1pm-2pm

Adult and Teen Crafts

Saturday, December 16th from 2pm-5pm.

LOS ALTOS:**The Los Altos Library Fourth Annual Story Fest**

Internationally famous storyteller, Joel ben Izzy, along with ten local storytellers will share folk and fairy tales in the great oral tradition. They will entertain audiences with stories relating to the theme of "Truth and Lies." School-age children and adults are invited!

- Saturday, December 2, 1-5:30 pm, Orchard Room

Hands-on Science in December

Children in kindergarten and up are invited to join the fun to explore the fascinating science programs presented by the Children's Discovery Museum.

- Wednesday, December 6, 4 pm "Secret Agent Science"
- Wednesday, December 13, 4 pm "Super Power Science"
- Wednesday, December 20, 4 pm "Wonderland Science"
- Wednesday, December 27, 4 pm "Adventures with Chemistry"

MILPITAS:

Tiny Toots Music Festival

- Thurs. Dec. 7, 11:00am- Matt Fernald: Golden Acorn Music
- Thurs. Dec. 14, 11:00am- Charity Kahn
- Thurs Dec. 21, 11:00am- Sean Mendelson: Sean's Music Factory
- Thurs. Dec. 28, 11:00am- K and L music and movement

MORGAN HILL:

Holiday Puppet Shows

The Fratello Marionettes present their puppet extravaganza, The North Pole Review!

- Thursday, December 21, 10:30 am
- Saturday, December 23, 10:15 am

SARATOGA:

Living History: Amelia Earhart

From the pages of history, aviator Amelia Earhart comes to life and shares her life and flying adventures! Intended for Grades 3 & up.

- Thursday, December 7, 4:00 PM, Orchard Room

For more information about all of our events and the latest updates please visit:

<http://bit.ly/2j47XUt>

Two Locations to Expand Hours in 2018

Saratoga and Woodland Libraries to Each Add Six Service Hours

Patrons of the Saratoga Library and Woodland Library can look forward to expanded service hours in the New Year, beginning Tuesday, January 2, 2018. The changes come about thanks to a combination of staff efficiencies, a prioritization of expanded service hours, and additional funds provided by the North County Library Authority (NCLA).

The Santa Clara County Library District (SCCLD) has enacted these changes following up on its own customer satisfaction survey pertaining to library hours. The additional open hours of service reflect the preferences expressed by their local communities and will provide residents more opportunities to visit the library and access services at times that are convenient to them.

Saratoga Library will add hours on Mondays and Tuesdays from 10 a.m. to 1 p.m. They currently are open between 1 p.m. and 9 p.m. on those days.

“As a strong advocate of expanding library hours, which has been a popular request by our library patrons, I am very pleased and excited to see this materialize,” said Saratoga Mayor Emily Lo. “Our community will enjoy and greatly benefit from the additional hours of services on weekdays.”

Woodland Library will begin offering hours on Sundays from 11 a.m. to 5 p.m. They currently are closed on Sundays.

“NCLA is glad to be able to respond to the community’s desire for Woodland Library to be open on Sundays. My family has been involved with Woodland since its inception in the 1970s and it’s nice to see this neighborhood branch library thriving, loved by the local community, and now soon to be available for the public to enjoy seven days a week,” said Suzanne Epstein, President of the North County Library Authority.

In the customer satisfaction survey, community stakeholders in both Los Altos and Saratoga responded to SCCLD about their preferences for which specific hours to expand at their local libraries. The proposed schedules were a direct response to our customer satisfaction survey, in which:

43% of Saratoga patrons expressed a preference for increased hours on Mondays from 10 a.m. to 1 p.m.

38% of Saratoga patrons expressed a preference for increased hours on Tuesdays from 10 a.m. to 1 p.m.

77% of Woodland patrons expressed a preference for increased hours on Sundays from 12 p.m. to 6 p.m.

Visit www.sccl.org for more information about the schedules for all of our locations.

Shopping for Literacy

Get a jump on your holiday shopping – and help the SCCLD Foundation at the same time! Just head to Talbot's in the Westfield Valley Fair Mall on Friday, December 8. A percentage of all purchases that day will go directly to the foundation to help support our Reading Program and Bookmobile – both of which affect the lives of people throughout the district. This is a win-win, and a wonderful way to start the season by giving the gift of literacy!

Library, Culture, and Arts Commission Report, December 5, 2017
Heather Geddes, Community Librarian

September Statistical Highlights	2017	2016
Total Circulation	52,152	53,524
Adult/Teen Circulation	26,340	27,790
Children's Circulation	25,812	25,534
Total # of Programs	91	66
Total # of Attendees	2879	2772
New Borrowers Registered	225	218
Gate Count	24,878	22,951

Library news

A series of holiday events for all ages is coming to the library in December.

Harpers Hall Ensemble Holiday Concert, Tues Dec 12th 7-8pm

Holiday Jazz Night, Monday Dec 18 7-8:30pm

Holiday Puppet Show "The North Pole Review" with the Fratello Marionettes
 Thurs Dec 21 10:30am & Sat Dec 23 10:15am



This Fall Teen Librarian, Jeannine Gonzalez, started a monthly afterschool Teen Craft Club. The program has been steadily growing with 88 teens participating to date. The program happens once a month in the evening, providing teens with fun engaging activities. She has also been hosting Family Game Days, VR events for teens, and Loteria nights. This is all part of an effort to meet our community's need for teens to have interactive free programs to attend when they are out of school.

November Highlights

This past month we hosted our annual all ages Craftapalooza event, which was attended by 143 people. Adults, kids, and families enjoyed working together to create pinecone trees, candy cane reindeer, felt Christmas trees, and many more crafts.



Part of the library's mission is to be an open forum promoting knowledge, ideas, and cultural enrichment through our programming. Last month, in partnership with SURJ and the AAUW, we screened two documentary films followed with local speakers and an opportunity for the community to engage in meaningful discussion. 13th focused on issues of race, justice, and mass incarceration; it was attended by 24 people. My Love Affair with the Brain focused on the life of Dr. Marian Diamond and her research on the human brain; it was attended by 77 people.

Action Plan Update

Performer Programming – In November we hosted a comedy show and teen paint party. In December we will be having a Harp performance, Jazz performance, and 2 puppet shows.

Outreach - We've established Barrett School as our trial site for monthly outreach visits. We are also visiting the farmer's market, senior's center, and various school events.

Technology – In November we offered a coding class and 2 VR events. In January the HTC Vive will be available for the public to use as part of our VR programming.

DRAFT



Meeting Minutes Parks and Recreation Commission

Bill Haskell - Commissioner
Craig van-Keulen - Commissioner
LaRene Green - Commissioner
Mary Seehafer - Commissioner
Matt Wendt - Commissioner
Richard Scott - Commissioner
Ronald Locicero - Commissioner

Tuesday, November 21, 2017 7:00 PM

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

Attendee Name	Title	Status	Arrived
Bill Haskell	Commissioner	Present	
Craig van-Keulen	Commissioner	Present	
LaRene Green	Commissioner	Present	
Mary Seehafer	Commissioner	Present	
Matt Wendt	Commissioner	Present	
Richard Scott	Commissioner	Absent	
Ronald Locicero	Commissioner	Present	

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

Minutes Acceptance: Minutes of Nov 21, 2017 7:00 PM (BUSINESS)

PUBLIC COMMENT

No public Comment

COMMUNITY SERVICES DIRECTOR REPORT

ADOPTION OF THE AGENDA

Motion to adopt agenda Haskell. Second van Keulen. Adopted 6-0.

BUSINESS:

1. APPROVE THE OCTOBER 17, 2017 MEETING MINUTES

Recommendation:

Approve Minutes.

RESULT:	ACCEPTED [UNANIMOUS]
AYES:	Haskell, van-Keulen, Green, Seehafer, Wendt, Locicero
ABSENT:	Scott

2. DRAFT VISION ZERO MORGAN HILL TRAFFIC SAFETY STRATEGIES

Recommendation:

Receive report and provide input on draft Vision Zero Morgan Hill traffic safety strategies.

The commission received the report and provided comments. Focus on signage for bicycles. Asked staff to look into limiting residential street use to residents only.

3. COMMISSION WORK PLAN UPDATES

Recommendation:

Discuss and provide updates on Work Plan items.

Commission Haskell asked if another Commissioner was interested in the VTA BPAC committee assignment.

Commissioner Locicero provided an update on Magical Bridge of Morgan Hill status.

Commissioner van Keulen provided an update on the CRC expansion architect interviews.

ANNOUNCEMENTS

None

FUTURE COMMISSION AGENDA ITEMS:

None

ADJOURNMENT



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 5, 2017

PREPARED BY: Chris Ghione, Community Services Director

APPROVED BY: Chris Ghione, Community Services Director

HISTORICAL SOCIETY PARTNERSHIP

RECOMMENDATION(S)

That the Commission continue to discuss development of a formal relationship between the Historical Society and the Commission.

REPORT NARRATIVE:

In June 2015, the Morgan Hill Historical Society reached out to the City to request support for ongoing operations and development of the Villa Mira Monte historical site. At that time, the City had just undertaken updating its Bikeways, Trails, Parks and Recreation Master Plan. The request for City support was rolled into the Master Plan Update. This allowed for the prospect of the City formally supporting this request to be reviewed as part of the community engagement process and discussed alongside the other priorities desired by the community.

At October, the Commission assigned a sub-committee to meet with the Historical Society and discuss next steps in the formal partnership. This meeting is intended for the sub-committee to report out and discuss progress on working with the Commission.

Earlier this year, the City Council adopted the Master Plan and provided final direction to staff on the partnership with the Historical Society. The Master Plan includes the following actions as it relates to Villa Mira Monte:

Actions

F1-1. Develop a partnership with the Morgan Hill Historical Society to make Villa Mira Monte viable and sustainable as a community resource.

F1-2. Ensure future site development includes:

- *Culturally, historically, and context appropriate design approaches to improvements and additions.*
- *Expanded recreation uses.*
- *Property improvements designed to integrate into the Downtown parks system and facilitate attracting more visitors to Downtown businesses.*
- *Design improvements to maximize revenue and limit ongoing maintenance costs.*
- *Improved technology at the site.*
- *Opportunities for urban agriculture and agriculture education with a demonstration garden/orchard or a community garden.*

F1-3. Continue to collaborate with the Historical Society to support organization and site management and operations.

- *The Morgan Hill Historical Society should continue to manage the Villa Mira Monte Site.*
- *Consider providing operational financial support to the Historical Society to hire limited-term staff for site management with the intent to identify and secure revenue for long-term fiscal sustainability.*
- *Ensure future programming includes establishing and expanding revenue generating uses such as event rentals as well as programming to attract new visitors to the site. The City shall utilize existing Community Services Department resources to coordinate marketing and promotion of the site to increase access and revenue generation.*
- *Consider formally assigning the Library, Culture, and Arts Commission to make recommendations relating to historic resources.*

The Historical Society operates the Villa Mira Monte Historical Site is a 2.5-acre site that is home to the Morgan Hill Museum (Acton House), Hiram Morgan Hill House, and Centennial History Trail. The Historical Society is an all-volunteer organization. The City currently has an MOU that provides funding support of \$20,000 annually and a \$200,000 maintenance and improvement project is anticipated to be funded by the City.



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT MEETING DATE: December 5, 2017

PREPARED BY: Chris Ghione, Community Services Director

APPROVED BY: Chris Ghione, Community Services Director

REQUEST FOR LCAC SUPPORT ON PRIVATE MURAL

RECOMMENDATION(S)

Assign commissioner(s) to support request to provide public input on private art project in the downtown area.

REPORT NARRATIVE:

The developer constructing the new buildings at Third Street and Depot Street in the Downtown intends to add a mural to back of those structures (facing the City Parking Structure) to support the vibrancy of the buildings and the downtown in general. The developer is not required to receive approval from the Commission or Council, but has voluntarily reached out to see if the Commission would be interested in providing input on the design. The developer has regular meetings in Morgan Hill and the next is on Tuesday December 12 at 10am. Commissioners would be invited to stop by the meeting at the downtown plaza and provide input. The commission may have up to three members support this request.



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 5, 2017

PREPARED BY: Chris Ghione, Community Services Director
APPROVED BY: Chris Ghione, Community Services Director

UPDATE ON TARANTULA SHIRTS

RECOMMENDATION(S)

Discuss sales of Tarantula Shirts for the Public Art Fund.

REPORT NARRATIVE:

City staff will provide an update and demonstration of the the website setup for sale of the Tarantula Art Shirts. City staff will also share some logistical issues associated with the sale of shirts. The sale site can be viewed at: <https://www.zazzle.com/mhpublicart+gifts>



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 5, 2017

PREPARED BY: Chris Ghione, Community Services Director
APPROVED BY: Chris Ghione, Community Services Director

ART A LA CARTE DEBRIEF AND PLANNING

RECOMMENDATION(S)

Discuss the planning for Art a la Carte 2017.

REPORT NARRATIVE:

This item is on the agenda to allow commissioners time to discuss planning for the Art a la Carte Event and provide updates on each Commissioner's work on the event.

Art a la Carte planning information is included as attachments.

LINKS/ATTACHMENTS:

1. 2017 AALC Booth Partner Letter_Application_Flyer
2. 2017 AALC Flyer
3. AALC 2017 General Checklist
4. AALC2017_Sitemap_FRONT
5. Press Release Art a la Carte 2017
6. AALC2017_Sitemap_BACK

January 2017



Dear Community Partner:

You are invited to participate as a booth partner and/or sponsor at the 17th annual *Art a la Carte* on Saturday, April 29, 2017, from 11 am to 2:00 pm. The El Toro Culture and Arts Committee, part of the Morgan Hill Community Foundation, is looking forward to working with you for another successful year. *Art a la Carte* will once again be held at the Morgan Hill Community & Cultural Center, 17000 Monterey Road.

As you may already be aware, *Art a la Carte* is a FREE community-wide children's event designed to promote art, culture, and creative development through a variety of art projects, entertainment, and activities. This year's event theme is **Outdoor Fun: Parks, Pools, and Picnics**.

As a Booth Partner, your contributions are staffing an art station, offering an imaginative art project, and providing whatever materials and supplies your project requires. Each art station will need art materials for approximately 150 children. The City of Morgan Hill will provide chairs for each booth and as many tables as it has available. You may wish to bring a pop-up canopy or additional tables.

All attempts will be made to offer financial support to booth partners for art supplies if needed, but ultimately, our ability to do so rests on our budget, which will be determined by funds raised through sponsorships. If you have questions, please contact me at amy.whelan@morganhillcf.org or (408) 465-2412. Sponsorship funds raised will support *Art a la Carte* and other opportunities to promote the arts and culture in Morgan Hill.

Enclosed is a Booth Partner and Sponsorship application. Please return it by Friday, March 24, 2017. You will also find enclosed a copy of this year's event flyer. Even if you are unable to participate, please consider posting and distributing it to help us get the word out regarding this year's event.

Thank you for your support for children in our community! We look forward to working together to provide a unique opportunity to explore the world of art, music, and fun!

Sincerely,

Amy Whelan
El Toro Culture and Arts Committee
Morgan Hill Community Foundation





2017 Theme: Outdoor Fun: Parks, Pools, and Picnics

Saturday, April 29, 2017 · 11am ~ 2:00pm
Morgan Hill Community and Cultural Center

BOOTH PARTNER/SPONSORSHIP APPLICATION

APPLICATION DEADLINE: Friday, March 24, 2017

Company/ Organization _____ Contact Name _____

Phone _____ Email _____

Address _____

Proposed Project: _____

☐ ☐ **We would like to participate as a Booth Partner.**

☐ ☐ **In addition to being a Booth Partner, we would also like to help sponsor the event with a sponsorship in the amount of _____.**

☐ ☐ **We are unable to participate as a Booth Partner, but would like to sponsor in the amount of _____.**

Method of payment: ☐ Check ☐ PayPal/Credit Card

PayPal Link for El Toro Culture & Arts: www.morganhillcf.org/partnership1.htm
Checks payable to MH Community Foundation - Memo Line: El Toro Culture & Arts

Please send application and payment to: Amy Whelan
 Art a la Carte
 935 Via Grande
 Morgan Hill, CA 95037

For additional information on sponsorships or event details please contact Amy Whelan at 408-465-2412 or amy.whelan@morganhillcf.org.



Free!

Children's Arts & Crafts Fair

Saturday, April 29, 11am-2:00 pm

For children ages 2-10

**Morgan Hill Community & Cultural Center
Downtown Amphitheater 17000 Monterey Rd.**

For more information contact amy.whelan@morganhillcf.org





Free!
Children's Arts & Crafts Fair

Saturday, April 29, 11am-2:00 pm
For children ages 2-10

Morgan Hill Community & Cultural Center
Downtown Amphitheater 17000 Monterey Rd.
Theme: PARKS, POOLS, & PICNICS!

For more information contact amy.whelan@morganhillcf.org



**Approval for distribution of materials does not imply endorsement
by MH Unified School District (Board Policy 1325).**

JAN -

- Send "Save the Date" email to booth partners from last (two) years, just date, time and location, no other info needed
- Come up with theme. Past themes are:
 - o 2009 – around the world
 - o 2010 – children/future
 - o 2011 – heritage
 - o 2012 – animals
 - o 2013 – letters/words/books
 - o 2014 – transportation
 - o 2015 – music
 - o 2016 – science
 - o 2017 – parks and recreation

FEB -

- By Feb 1 update last year's letter and app with theme, event date, application deadline, contact and payment information, dead line is usually one month prior to event date.
- Sometime between Feb 1 – 15, email letter/app to same "Save the Date" list AND mail hard copy letter with application to approximately 100 local businesses. Encourage email responses to get your roster going.
- Media outreach to long lead publications, like MH Life, Out & About, Chamber newsletter, City events email, any social media available, announcements at other events.

FEB / MARCH -

- Start building roster off responses from email "Save the Date"
- Continue to build roster off mailed/email responses. Some apps eventually arrive after deadline, but usually only one or two. Typically not a problem to add late entries up through two weeks before the event. Every once in a great while someone asks to be added within a day or two before. I have accepted them, but they get the last available spot, assuming there is one. I let them know ahead of time so they aren't surprised.
- Media outreach to long and short lead publications, like MH Life, Out & About, Chamber newsletter, DTA distribution list if possible, City events email, MH Times, any social media available, announcements at other events.
- Start insurance process for any animal groups attending, such as WERC, San Martin 4H, FOSMAS, Sonrisa Stables. Process is between animal group insurance agent and asst city atty, with CCC helping.

MARCH / APRIL -

- Maintain a booth partner roster
- Confirm app receipt for each booth partner, usually via email.

- Secure sponsors on behalf of El Toro Culture & Arts, comes in from email/ mailing app, which has a section for donations/sponsorships. Money in is pretty minimal, few hundred possibly up to \$1,000.
- Book Splash the Dolphin through CCC.
- There may be a booth partners who asks for financial assistance, hasn't been used in a number of years, but always a possibility. Dollar range has typically been below \$100.
- Start stage use arrangements if plans include musical/ theatrical performances. Music As Language has handled the stage sound management since 2015
- Flyer approval through school district, about a month before the event, printing costs are around \$250, printing time is about a week, 2,500-3,000 flyers for K-2 grades. Should start process in early March with school district, keeping in mind schools' spring break schedules. <http://mhusd.org/about-mhusd/flyer-distribution-process/>
- Send out request for high school volunteers, if desired. Late March post event info on volunteermatch.org to solicit volunteers. Can go to high schools directly. Main office may direct you to a specific teacher that runs the volunteering program.
- Book food trucks, if desired

APRIL

- About a week or two before event - Set up volunteer schedule with tasks, then reconfirm with all volunteers. Bear in mind, many volunteers flake out.
- Any remaining email or social media re-distribution possible
- Repeat media outreach MH Times, any social media available, Chamber calendar if not done already
- Flyers to elementary schools, drive school to school, Kinder – 2nd grade only. Keep in mind schools' spring break schedules, flyers are usually in Friday folder 8 days before the event. For example, April 29 event means that flyers are in April 21 Friday folder, which means need to be dropped off at schools on 18th or 19th at the latest. Charter is electronic only, as are private/catholic schools. Charter contact: Nancy DePalma ndepalma@csmh.org. Any remaining flyers get passed out to preschools. Many preschools participate but there will be about a half dozen left who aren't a booth partner and still will accept flyers to pass out to families
- Flyers posted around town and to public buildings, like the CRC, CCC, preschools a few / couple weeks before
- About a week before event - Complete stage use arrangements if plans for musical/ theatrical performances are part of the event.
- Complete insurance process
- About 10 days before event - Get any remaining project titles via email from booth partners, goes on event map
- About a week before event - Buy booth location markers, make signs per booth
- About 10 days before event - Emails to booth partners to confirm any event specifics, reminders
- A few days before event – Completed stage script to Emcee
- A week before event - Confirm with event photographer, Susan Brazelton, brzlttn@garlic.com
- Couple days before event - Set up venue layout, a few days before event (don't share with booth partners ahead of time)
- Couple days before event - Make venue signs, such as performance schedule, event maps for welcome table, volunteer schedule & tasks. Other possibilities include raffle information, any other special notes, banners and aprons.

- A week before event - Pre-event meeting with City staff to arrange tables, tents, chairs, sound equipment, parking lot – about a week or two before event
- RECOMMEND TO SKIP MOVING FORWARD: Costco/grocery to buy minimal food beverages for volunteers/booth partners. In hindsight, no one eats/drinks too much, can live without it
- Book conference room to use as break room (usually done at time of venue booking)
- Week of event - Email reminders and info to booth partners, couple weeks ahead, then a couple days ahead with final reminders

SPECIFICS

Volunteers – handle Pre-event set up, help during event, and clean up. Usually from high school activity groups, sometimes individuals. Post on volunteermtach.org or call the schools directly.

Food & Entertainment - As needed, booked about 6 weeks prior. Having a couple food trucks is usually a nice touch.

Event day –

- Event map 100 copies with sponsor thank you on the back, at the welcome table
- Volunteer management
- Booth partner set up & tear down
- Paper bags for visitors to carry crafts, if desired
- Art a la Carte banner & aprons, if available. MUST BE RETURNED!!!

Post event

- Thank you to booth partners and sponsors
- Follow up media, if desired
- Book venue for following year (usually done shortly after current event, usually last weekend in April)

Crafts & Booths

1. Cal Fire Truck Display
2. Animal Display
San Martin 4H Club
3. Pinwheels & Beachballs
Kids World Child Care Center
4. Visors
MH Preschool Academy
5. Animal Display & Adoption
FOSMAS
6. Paper Fans
Beech Nut
7. Performance!
Music As Language
8. Thumbprint Art
Friends of the MH Library
9. Sponge Painting Trees
Karen's Art Zone
10. Make Your Own Bubble Tools
YMCA Mt. Madonna
11. Face Painting, Balloon Animals
City of Morgan Hill Camps
12. Horse Shoe Decorating
Sonrisa Stables
13. Model Magic Sculpting
Santa Clara Valley Open Space Authority
14. Rock Paining
Child Development Centers:
15. Nordstrom, PA Walsh, El Toro
16. Stained Glass Windows
Morgan Hill Parent Child Nursery School
17. Paper Bag Kites
KinderCare Morgan Hill
18. Picnics and Sidewalk Chalk Decorate
Extreme Learning Center
19. Gymnastics & Tumbling
California Sports Center





SAVE THE DATE! ANNUAL FAMILY FUN – ART A LA CARTE
April 29, 2017, Morgan Hill Outdoor Amphitheater

Morgan Hill, Calif., (March 1, 2017) – The Morgan Hill Community Foundation’s El Toro Culture and Arts Committee and Morgan Hill’s Recreation and Community Services Department are proud to host the 17th annual *Art a la Carte*, a children’s art fair scheduled for Saturday, April 29, 11 a.m. to 2:00 p.m., at the Morgan Hill Community and Cultural Center.

Art a la Carte is FREE to all families – it attracts about 150 elementary school-aged kids – and features approximately two dozen local companies that participate as arts and crafts partners. This year’s theme is “Outdoor Fun: Parks, Pools, Picnics!” and will feature a range of crafts, Heroes4Hope superhero visits, and musical performances by local kids, teens, and groups. The event also includes emergency vehicle displays, and animal displays.

The event is a consistent crown-pleaser because of generous support and enthusiasm from volunteers, sponsors, and local companies that make everything possible year after year. A warm **Thank You** to our many volunteers and generous sponsors, especially Coyote Valley Sporting Clays.

Interested in sponsoring the event or becoming a booth partner, please contact amy.whelan@morganhillcf.org. Deadline for participation is March 24.

About the Morgan Hill Community Foundation

The Morgan Hill Community Foundation is a tax-exempt, public charity focused on improving the quality of life in the greater Morgan Hill region. The group offers annual grants to local nonprofits, high school student scholarships, and serves as a fiscal sponsor for nine community projects/programs. For more information, visit www.morganhillcf.org.

About the Recreation and Community Services Division, Community Services Department

The City of Morgan Hill Recreation and Community Services Division strives to enhance the community's quality of life, public safety, and economy by providing high quality and diverse program opportunities. With a focus on customer satisfaction, the department is responsible to manage the City's recreation facilities, programs and activities in a manner that satisfies the recreation and leisure needs of the Morgan Hill community, while attracting visitors from throughout the Bay Area.

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**A Very Warm Thank You
to Our Generous Donors!**

**Music as Language
Johnson Lumber Ace Hardware
Recology South Valley
Coyote Valley Sporting Clays
MH's Recreation & Community Services
Michelle McKay
Morgan Hill Preschool Academy
Kids World Child Care Center
Costco Gilroy**

**El Toro Culture & Arts
is a proud partner of the:**





LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 5, 2017

PREPARED BY: Chris Ghione, Community Services Director
APPROVED BY: Chris Ghione, Community Services Director

DISCUSS JANUARY MEETING DATE

RECOMMENDATION(S)

Discuss January meeting date and determine if a change in date is necessary.

REPORT NARRATIVE:

The next scheduled meeting for the Commission is January 2, 2018. This item has been included on the agenda at the request of commissioners that think their may not be enough in attendance at the meeting to create a quorum.



LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: December 5, 2017

PREPARED BY: Chris Ghione, Community Services Director

APPROVED BY: Chris Ghione, Community Services Director

COMMISSION WORK PLAN UPDATES

RECOMMENDATION(S)

Discuss and provide updates on Work Plan items.

REPORT NARRATIVE:

The Library, Culture and Arts Commission finalized its Work Plan on May 16. The City Council approved the Commission Work Plan on June 21, 2017. This item is for the Commissioners to discuss all items listed on the Fiscal Year 2017/18 Work Plan.

With Commission Antunes returning to the Commission after being on leave for several meetings, commissioners should work to add Commissioner Antunes back to work plan items during this meeting.

The 2017/18 Fiscal Year Work Plan is attached.

LINKS/ATTACHMENTS:

1. LCAC 2017-2018 Workplan Final 8.2.17

Library, Culture & Arts Commission

FY 2017-18 Work Plan**City Council Approved: June 21, 2017 – Assignments Updated August 2, 2017**

Overall Mission: To assist the City Council in accomplishing its goals by fostering an environment conducive to and supportive of the arts, culture, and life-long learning in Morgan Hill, working with existing community groups to promote resources, and facilitate partnerships.

Project Area	City Council Goal Supported	Start Date	Complete Date	Staff Resources Required	Specific Task / Commissioners Assigned
Liaison with City Departments, Other Community Groups, MH Citizens	Supporting our Youth, Seniors and Entire Community Inclusiveness	July 1	June 30	CS Director (minimal)	(1) Participate with other groups to support community outreach and support arts and culture in the community (including Valle del Sur, El Toro Arts) (Paul/Bussing)
Permanent and Proposed Public Art	Supporting our Youth, Seniors and Entire Community Preserving Our Cultural Heritage	July 1	June 30	CS Director (minimal) Com Srvs Supervisor (minimal) CS Srvs Coordinator (minimal)	(1) Partner with local Artists to display their work. Review the possibility of implementing a utility box art program or other programs (doors, walls, etc.) (Paul/Bussing/Khera) (2) Form subcommittees as needed to support special art requests that come forward (All) (3) Review opportunities for funding Public Art and Performing Arts in the Future (Paul) (4) Support the Downtown Art Project Selection. (Crawford/Bussing) (5) Develop Tarantula branding and promotion. (Crawford/Paul/Khera)
Art and Culture Events	Supporting our Youth, Seniors and Entire Community Inclusiveness	July 1	June 30	CS Director (minimal) CS Srvs Coordinator (minimal)	(1) Facilitate the Art a la Carte event and look to incorporate culture and music into the event. (Lake the lead/all members will support) (2) Explore opportunity to partner with artists on a children's art show. (Paul) (3) Explore partnership opportunities for the City supporting performing arts with South Valley Civic Theater. (Lake/Khera)

Attachment: LCAC 2017-2018 Workplan Final 8.2.17 (1534 : LCAC Workplan Updates)

Project Area	City Council Goal Supported	Start Date	Complete Date	Staff Resources Required	Specific Task / Commissioners Assigned
Library Outreach and Support	Supporting our Youth, Seniors and Entire Community Inclusiveness	July 1	June 30	Library Staff (moderate) Senior Project Manager (significant)	(1) Support Library Outreach, including possible pop up locations (Lake/Paul) (2) Redefine and support Commissioner's Corner in Library to provide book recommendations (Khera) (3) Support the Library Expansion Project (a) Coordinate with Friends of Library on Library Development (Crawford/Paul) (b) Coordinate on Library Expansion with a special focus on youth technology (Redfield) (c) Participate in the Library design process making recommendations to the City Council (All) (4) Participate in annual Library Commissioners Forum (All) (5) Support incorporation of Children's art into the Library (Lake/Paul) (6) Review and make recommendation on Library Hours (Khera/Antunes)
Support Integration of Historical Resources into Commission Area of Support	Preserving our Cultural Heritage	July 1	June 30	CS Director (moderate) CS Srvs Coordinator (moderate)	(1) Coordinate with the Morgan Hill Historical Society to define LCAC support of Villa Mira Monte operations. (Bussing/Paul/ Crawford)

Staff Resources Required:

0-50 hours: Minimal; 51-100 hours: Moderate; 100+ hours: Significant