



CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

Thursday, April 8, 2021 – 7:30 pm

REGULAR MEETING MINUTES

This Civic Improvement Commission meeting was conducted pursuant to the Governor's Executive Order N-29-20.

This meeting was recorded and can be viewed in its entirety at:
<https://www.youtube.com/user/CityofCampbell/videos>

CALL TO ORDER

The Civic Improvement Commission convened at its regular meeting time at 7:30 pm on April 8, 2021, via telecommunication.

Chairperson Kaufman stated that the Civic Improvement Commission Meeting was conducted pursuant to provisions of the Brown Act and an Executive Order issued by the Governor to facilitate teleconferencing to reduce the risk of COVID-19 transmission at public meetings.

- ROLL CALL: Chair Kaufman called the meeting to order at 7:30 pm
- PRESENT: Chair Kaufman. Commissioners: Bracher, Fields, Dooley, Hoffman, and Yoshikawa
Staff Liaison, Margarita Mendoza
- ABSENT: Commissioner Chase and Recording Secretary Johnson
- APPROVAL OF MINUTES:
- M/S: Dooley/Yoshikawa To approve the Civic Improvement Commission Regular Meeting Minutes for the Thursday, March 11, 2021 meeting.
The motion was approved by the following vote: Commissioners: Bracher, Fields, Dooley, Hoffman and Yoshikawa
- ABSENT: Chase
- ABSTAIN: Kaufman
- ANNOUNCEMENT: None
- COMMUNICATIONS: None
- ORAL REQUESTS: None
- REPORTS FROM REPRESENTATIVES: None

REPORTS FROM STAFF:

Museum Report: Ms. Mendoza referred to the museum report for the month of April on behalf of Kerry Perkins. A written copy of this report was included as an attachment to the April Agenda.

Adult Center Report: Senior Services Supervisor, Tina Wong-Erling provided a summary of the Adult Center activities for the month of April. A written copy of this report was included as an attachment to the April Agenda.

City Update: Ms. Mendoza reported on the following items:

- Ms. Mendoza's expressed her appreciation to Commissioner Fields for providing feedback to the City Council on the importance of public art during the Measure O discussion at a previous Council meeting.
- Chair Kaufman thanked Commissioner Fields for attending the City Council meeting in support of public art.
- The Historic Preservation Board and Youth Commission have vacant positions and are accepting applications. Application information can be found on the City's website.
- Information regarding the Campbell Recreation spring/summer programs is available on the city's website.
- The remaining streetlights within the City have been completely retrofitted with LED lighting.

NEW BUSINESS:

Neighborhood Association Assistance Grants: Commissioner Yoshikawa reported that the FY 21 online application has been launched on the city's website. She will send a reminder on NextDoor and to the Neighborhood leads to encourage applicants.

- a. FY21 Application Form: Ms. Mendoza provided the online grant application to the Commission for review and comments. Following brief comments, the CIC approved the application as to form.
- b. FY 20 Unused Funds (July 2019 - June 2020): In concurrence with the Neighborhood Association Assistance Grant Policy 1.28, the Pruneyard/Dry Creek Neighborhood Association will return their FY 20 grant funding to the City.
- c. Amendments to the Neighborhood Association Assistance Grant Policy (1.28)
 - i. Section 1.28.9 – Award Notification and Terms:

The current policy states:

“No extensions to expend grant money will be granted as all eligible activities, projects and events must be completed in the 12-month period ending in December for which grant funding is awarded. Any unused funds will be returned to the City.”

The Commission reviewed Section 1.28.9 of the policy and provided the following comments:

- Add language to the policy which would allow for circumstances wherein the grant monies cannot be used within the specified timeframe.
- Requests for an extension must be in writing and sent to the City Manager's office.

M/S: Yoshikawa/Hoffman To add the following language to the extension policy: "Barring extenuating circumstances, no extensions to expend grant money..."

To further add at the end of this paragraph: "Requests must be made in writing to the City Manager's Office."

The motion was approved by the following vote: Commissioners: Bracher, Fields, Dooley, Hoffman, Yoshikawa and Chair Kaufman

ABSENT: Chase

M/S: Yoshikawa/Kaufman To amend the timeline in the Grant Policy from the calendar year to a fiscal year and to replace all the timeline information in the existing policy with new said timeline information.

The motion was approved by the following vote: Commissioners: Bracher, Fields, Dooley, Hoffman, Yoshikawa and Chair Kaufman

ABSENT: Chase

GOOD OF THE GAME (Ideas and events of what is happening in Campbell): None.

COMMISSIONER/SUBCOMMITTEE REPORTS:

Campbell Cares:

- a. Social Media Engagement: Ms. Mendoza provided the following recommendations from the existing policy and process.

The Youth Commission has an Instagram account which is monitored by staff. The City recommends that the CIC posts via the City of Campbell channels. The CIC will write content and the social media coordinator will post and distribute. This will attract more audiences and diversify information that is distributed to Campbell residents on the existing City social media accounts.

Commissioner Hoffman asked to meet with the Social Media Coordinator (SMC) to coordinate posting various information on social media. Commissioner Hoffman will reach out to the SMC to discuss outreach of various programs.

Commissioner Bracher suggested making the SMC as an administrator on the existing "Campbell Cares" Facebook page. Commissioner Fields suggested merging the groups as another possibility. He also mentioned that when engaging with the youth he encouraged "Instagram Stories" instead of "feed posts."

Commissioner Yoshikawa suggested including a segment on anti-racism.

Neighborhood Association Assistance Grant: This item was previously discussed in the minutes under "New Business." No further comments were made by subcommittee.

Explore Art: Chair Kaufman mentioned that there have been several subcommittee meetings. Commissioner Fields shared the notes from these meetings. The projects proposed by the subcommittee included: Sidewalk Art Contest; Neighborhood Signs Proposal; Wall Mural Proposal. Chair Kaufman indicated that a "Google Docs" link has been created to collect the existing art projects, such as "Art Outside the Box." This link will be used as a model and protocol for projects moving forward.

Commissioner Yoshikawa mentioned that they would like to partner with the Library or other volunteer efforts to create a social justice program with the mural display.

A PowerPoint with ideas of these projects was shared with the CIC. Ms. Mendoza reported that the City Manager has requested to be notified in advance of any art projects that are launched on private property.

Commissioner Yoshikawa asked if there was any interest in the Youth Photo Contest. Discussion of this event was postponed until March 2021 due to COVID-19. Commissioner Hoffman suggested reaching out to the Youth Commission to discuss their interest. Commissioner Yoshikawa will reach out to the Youth Commission and will coordinate a subcommittee meeting before next CIC meeting.

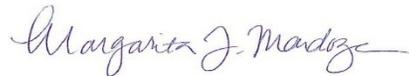
Chair Kaufman adjourned the Civic Improvement Commission meeting at 8:35 pm.

The next Regular Meeting of the Civic Improvement Commission is scheduled via telecommunication for Thursday, May 13, 2021 at 7:30 pm and conducted pursuant to the Governor's Executive Order N-29-20.

Respectfully submitted,



Diana Johnson, Recording Secretary



Margarita Mendoza, Staff Liaison