CIVIC IMPROVEMENT COMMISSION

Council Chamber
70 North First Street - Campbell, California 95008
Thursday, March 12, 2020 – 7:30 PM

Regular Meeting Agenda

A. Call to Order, Roll Call

B. Announcements
1. Welcome Commissioner Davis Fields

C. Presentations
1. 2020 Census – Margarita Mendoza, Administrative Analyst

D. Approval of Minutes
1. Regular Meeting – February 13, 2020*
2. Study Session – February 13, 2020*

E. Communications

F. Oral Requests

G. Reports from Representatives
1. Kerry Perkins, Senior Museum Specialist
   a. Historical Museum and Ainsley House Report*
2. Tina Wong-Erling, Senior Services Supervisor
   a. Adult Center Update*
   b. Sourcewise Advisory Council Representative, Shirley Loffer*

H. Reports from Staff
1. Margarita Mendoza, Staff Liaison
   a. City Updates (USPS Town Hall Meeting, COVID-19 City Impact)*

I. New Business
1. Actions related to the Pilot Beautification Grant Program
   a. Approval of FY 20 Pilot Beautification Grants
   b. Proposed changes to the Pilot Beautification Grant Process
2. Potential Neighborhood Association Grant Update
   a. Streamlining
3. Art Box – Identification Labels
4. Summer CIC Meeting Schedule

CIVIC IMPROVEMENT COMMISSION

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J. Old Business
1. FY 20 Workplan*

K. Good of the Game

L. Subcommittee Report
1. Beautification Grants
2. Capture Campbell
3. Campbell Cares

M. Adjourn

*** Indicates written attachment and is available upon request by contacting Diana Johnson at 408-866-2125 or by email dianaj@campbellca.gov**

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In compliance with the Americans with Disabilities Act (ADA), assistive listening devices are available upon request for public meetings held in the City Council Chamber. If you require accommodation to participate, please contact Margarita Mendoza in the City Manager's Office at 408-866-2182 or by e-mail margaritam@campbellca.gov

CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

Thursday, February 13, 2020 – 7:30 p.m.

REGULAR MEETING MINUTES

ROLL CALL:	Chairperson Hoffman called the meeting to order at 7:35 p.m.
PRESENT:	Chairperson Hoffman. Commissioners: Carpenter, Khajuria, Souza and Yoshikawa Staff Liaison, Al Bito and Recording Secretary Diana Johnson
ABSENT:	Commissioner Kaufman (Excused)
PRESENTATIONS:	Census presentation moved to the March CIC meeting.
APPROVAL OF MINUTES:	
M/S: Carpenter/Yoshikawa	To approve the meeting minutes of the Thursday, January 9, 2020 Regular Meeting. Motion was approved by the following votes: Chairperson Hoffman Commissioners: Carpenter, Khajuria, Souza and Yoshikawa
Abstain:	None
COMMUNICATIONS:	None
ORAL REQUESTS:	None

REPORTS FROM REPRESENTATIVES:

County Library Report: Allison Lew, Library Services Manager provided an oral report on behalf of County Librarian Nancy Howe. Ms. Lew shared the announcement of Nancy Howe's retirement and highlighted various upcoming events at the library in February. A written copy of this report was included as an attachment to the agenda. Ms. Lew also presented the library's new website and URL which launched on January 6.

Campbell Library Report: Campbell Community Librarian Peggy Tomasso highlighted the Campbell Library events and programming for the month of February. A written copy of this report was included as an attachment to the agenda.

Al Bito – Staff Liaison:

City Projects and Events:

- On Tuesday, February 18 Council will consider the development of a Measure O Oversight Committee. The Committee will review the expenditures of the Measure O Bond. Council will also act on a resolution to uphold the appeal of Chick-Fil-A application.

- Economic Development staff is looking for replacement tenants for the former Elephant Bar, Coco's and Sushi Boat Kazoo site locations on Hamilton Avenue.

- Goodies is currently under repair for fire damage. Owners are working with County Health and our Building Department to obtain approvals/permits for work being done.

- Hamilton Plaza is currently in lease negotiations for the former Office Depot and Dress Barn locations.

- Ben's Barket Place will replace the former OMG Sushi location. Ben's Barket Place is a retail store and has a self-service pet wash area. V's Barber Shop at the Pruneyard are the owners of Ben's Barket place.

Beautification Grant: The deadline to apply was January 31. Four applications were received. Desk Item: FY 2019/20 Beautification Grant Award Applications Preliminary Review was distributed to the CIC and is attached as "Exhibit A" to these minutes.

The following applications were received:

Canyon Heights Academy	Landscaping improvements	$5,000
Body Evolution Fitness	Commercial signage replacement	$5,000
Hamann Park	Pergola and artwork for park	$5,000
Art Beat	Mural extension	$5,000

Staff is in the process of vetting the applications received. The estimated timeframe for subcommittee review is March.

Mayor's Roundtable: Two meetings were held in January. Neighborhood Associations and leaders of the Boards and Commissions were in attendance. Chairperson Hoffman suggested further collaboration between the Commissions for various projects. Commissioner Yoshikawa suggested putting together a subcommittee to discuss best practices and other collaborative efforts.

New Business:

Public Hearing: FY 2020 Neighborhood Association Assistance Grants:

Staff liaison Bito invited the Neighborhood Association applicants to come to the podium and discuss their applications and answer any questions that the Commission may have.

Moreland West Neighborhood Association: Mike Krey thanked the Commission for their service. Moreland Neighborhood boundaries encumber the City of Campbell and San Jose. There are approximately 700 residents within their neighborhood. The Association is requesting funding for yard signage to announce their meetings and events. Cost of sign is approx. $17/per sign totaling $371 requested.

Hamman Park: None

Downtown Campbell Neighborhood Association: Barry Shillman, President of Downtown Campbell Neighborhood Association. Grant monies is used for ongoing expenses, liability insurance and Post Office box rental. These are fixed expenses. In addition to the grant funding, the association has fund raising events throughout the year to help recover expenses incurred.

Campbell Village Neighborhood Association: Chris Zuleeg, Treasurer and Secretary. Monies are used for meeting locations, National Night Out, website creation and ongoing costs.

Pruneyard/Dry Creek Neighborhood Association: Mark Anenberg, Vice President. Monies are used for the National Night Out event. Insurance costs. Fund raising is done to cover remaining costs for National Night Out event.

San Tomas Area Community Coalition: Audrey Kiehtreiber, President. Ms. Kiehtreiber thanked the Commission for the opportunity and consideration of grant funding. The grant funding assists the association for expenses such as insurance and website. The association also solicits fundraising from their residents for their remaining events. Ms. Kiehtreiber provided a slide presentation of events that the association has throughout the year. Police and Fire attend these events each year. Commissioner Yoshikawa asked for clarification of whether the insurance coverage includes jump houses. Ms. Kiehtrieber confirmed that it did.

Chairperson Hoffman indicated that the Commission will include the Neighborhood Association Assistance Grant on their FY 20/21 Workplan which will address streamlining the application process.

Chairperson Hoffman reminded the Neighborhood Associations to submit their receipts. The actual awarding of the grant is contingent upon receipt submittal. She further thanked the Associations for their presentations and information. She then asked the Commission to begin the discussion of the various options for grant distribution.

Commissioner Souza recommended Option 1 from the Desk Item: February 13 Public Hearing FY 2019/20 Neighborhood Association Assistance Grant Applications Memo. Which fully funds Morland West Neighborhood Association's request of $370 and allocates $426 to each of the remaining five applicants. For a total of $2500.00. Desk Item is attached to these minutes as "Exhibit B."

Commissioners, Carpenter, Yoshikawa, Khajuria and were in agreement.

M/S: Yoshikawa/Souza — To allocate $370 to Moreland West and $426 to Hamann Park, Downtown Campbell, Campbell Village, Pruneyard/Dry Creek and STACC Neighborhood Associations.

Motion was approved by the following votes: Chairperson Hoffman Commissioners: Carpenter, Khajuria, Souza and Yoshikawa

OLD BUSINESS: None

GOOD OF THE GAME (Ideas and events of what is happening in Campbell):

- Downtown Campbell Business Association is hosting a Winter Wonderland event on Sunday, February 23 from 4-7 pm. Looking for volunteers. See Chairperson Hoffman for more information.

- Early Settlers on Monday, February 19 at OCBH from 10:30-noon. Supervisor Ellenberger is speaking.
- Valentine Fun Run, Saturday, February 8.
- Celebrate Campbell, Saturday, March 14. Ana Spear is being honored along with Campbell businesses.
- Candidates forum at 6 pm Wednesday, February 19 in the Campbell Council Chambers
- Remember to vote for the Primaries on Tuesday, March 3
- Junior League of San Jose, Champion Women's Summit. Open to the public on Wednesday, March 18 at 7pm at Villa Ragusa.

COMMISSIONER/SUBCOMMITTEE REPORTS:

Beautification Grants: There were a total of four applications received by the January 31 deadline. All applications received will be vetted. Staff will setup a meeting for the subcommittee to review the applications. Chairperson Hoffman suggested that applications received following the deadline be considered/included in the next Beautification Grant application period. Commissioner Khajuria added that 123 visitors visited the Beautification link on the website.

Art Boxes: Chairperson Hoffman mentioned that some of the labels that identify the boxes are blank. She encouraged that others report boxes that no longer have visible labels. Staff liaison Bito recommended that Art Boxes be agenized on the March CIC for further discussion.

Campbell Cares: Nothing to report. Chairperson Hoffman suggested reaching out to the schools in Campbell and possibly reconvening the Campbell Cares subcommittee.

High School Job Fair: The Job Fair was a success with over 150 kids attending and over 20 business participating. Once someone has been hired to oversee the Youth Commission, all of the files, etc. will be turned over to the Youth Commission to manage this event moving forward. Chairperson thanked the Commissioners for their work on the High School Job Fair.

Staff Liaison Al Bito announced that he is going to retire. He thanked the Commission and the opportunity to serve as liaison.

Chairperson Hoffman thanked staff liaison Al Bito, on behalf of the Commission, for his hard work, guidance and support over the past several years. Commissioner Souza thanked Al for his support at many of the events and for his patience and guidance in overseeing the Commission. Commissioner Yoshikawa expressed her appreciation for his leadership.

Chairperson Hoffman adjourned the meeting at 8:59 p.m. The next Regular Meeting of the Civic Improvement Commission is scheduled for Thursday, March 12, 2020 at 7:30 p.m. in the City Council Chamber, Campbell City Hall 70 N. First Street, Campbell, California.

Respectfully submitted,

Diana Johnson, Recording Secretary

Al Bito, Staff Representative

"Exhibit A"

City of Campbell
INTEROFFICE MEMO

DATE: February 13, 2020

TO: Chairperson Hoffman and
Civic Improvement Commission Members

FROM: Al Bito, CIC Staff Representative

SUBJECT: **DESK ITEM: FY 2019/20 Beautification Grant Award Applications – Preliminary Review**

BACKGROUND:

The Commission advertised its annual Beautification Grant Awards and received a number of applications on or before the published deadline of Friday, January 31, 2020. The Council has appropriated $15,000 for FY 2019/20.

DISCUSSION:

Below is a preliminary summary of the applications received:

Applicant	Amount	Project Proposal
Canyon Heights Academy	$5,000	Landscaping improvements; irrigation replacement
Body Evolution Fitness	$5,000	Commercial signage replacement
Hamann Park	$5,000	Pergola and artwork for park
Art Beat	$5,000	Mural extension
TOTAL	**$20,000**	

The Commission's Subcommittee will soon schedule a meeting to review and discuss this year's applications.

Cc: Diana Johnson, CIC Recording Secretary

"Exhibit B"

City of Campbell
INTEROFFICE MEMO

DATE: February 13, 2020

TO: Chairperson Hoffman and
Civic Improvement Commission Members

FROM: Al Bito, CIC Staff Representative

SUBJECT: **Desk Item: February 13 Public Hearing:**
FY 2019/20 Neighborhood Association Assistance Grant applications

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BACKGROUND:

The Commission has received copies of the FY 2019/20 Neighborhood Association Assistance Grant applications which the City Manager's Office received before the January 3, 2020 application deadline.

Six grant applications were received totaling $2,870. The City Council has approved $2,500 for the Neighborhood Grant Program in 101.501.7427 for FY 2019/20, the eight year of the grant program. The six neighborhood association applicants this year are:

1. Campbell Village
2. Downtown Campbell
3. Hamann Park
4. Moreland West
5. Pruneyard-Dry Creek
6. San Tomas Area Community Coalition

The Civic Improvement Commission scheduled a Study Session just prior to its regular monthly meeting for February 13 to review and discuss the applications. Applicant representatives from have been invited, but not required, to attend the Study Session.

At this evening's Public Hearing, grant applicants will make brief presentations concerning their funding requests. The Civic Improvement Commission will then discuss and review the applications and corresponding funding requests, before announcing the grant awards.

ANALYSIS/AWARD CONSIDERATIONS:

Staff has analyzed the applications and finds them complete and general consistent with the City's policy on Neighborhood Assistance Grant Awards relative to eligible and ineligible groups or activities as they relate to the expenditure of public funds.

All of the applicants represent that grant funds will be used for either improvement projects, office expenses, insurance, room rental, or refreshments for social activities to

include National Night Out which is usually observed the first Tuesday in August each year.

The Commission may consider the following funding options at the Public Hearing after the applicants present their application:

Option 1: **Fully fund Moreland West NA's request at 100%, or $370;** remainder to all applicants at $426. This option would not fund each applicant at the maximum of $500, but fully funds the new applicant's request and provides maintenance funding for the rest of the existing grantees at an 85% level of request.

Option 2: **Distribute the full $2,500 amongst all applicants, or $417 each,** resulting in 83% funding for the renewal grantees, 35% above the $370 requested amount for Moreland West.

Option 3: **Direct staff to seek Council approval to increase the budget appropriation from $2,500 to $2,870, or $370 more,** for the purpose of fully funding all applicants in the current cycle FY 2019/20

Option 4: **Develop funding options as a hybrid of Options 1 through 3.**

Attachments:

- FY 2019/20 Neighborhood Association Assistance Grants – Applications Summary
- Sept. 1, 2015 Joint Study Session Report
- FY 2019/20 Neighborhood Association Assistance Grants – Applications

Cc: Diana Johnson, CIC Recording Secretary

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

Doetsch Conference Room

Thursday, February 13, 2020 - 6:30 pm

Study Session Minutes

CALL TO ORDER: 6:35 pm

PRESENT: Chairperson Hoffman; Commissioners Souza, Yoshikawa, Carpenter (Commissioner Khajuria arrived following roll call)

Staff Liaison Al Bito and Recording Secretary Diana Johnson

ABSENT: Kaufman

ORAL REQUESTS: None

NEW BUSINESS:

Review of the FY 20 Neighborhood Association Assistance Grant Applications:

Chairperson Hoffman welcomed representatives from the neighborhood associations. The following were present: Chris Zuleeg, Campbell Village Neighborhood Association; Barry Shilman and Jim Moffett from the Downtown Campbell Neighborhood Association. Staff liaison Bito thanked the Commission and Neighborhood leaders present.

Six applications were received by the January 3, 2020 deadline.

Neighborhood Applicant	2020 Proposed Use(s)	Funding Requested
Moreland West	Yard Signs to promote meetings	$370.00
Hamman Park Neighborhood Association	Park mural; NNO; cleanups	$500.00
Downtown Campbell Neighborhood Assoc.	NNO; PO BOX; Insurance, Website	$500.00
Campbell Village Neighborhood Association	Rent; refreshments; NNO; Website	$500.00
Pruneyard/Dry Creek	Insurance; NNO	$500.00
San Tomas Area Community Coalition	Jump House; permit; insurance, refreshments	$500.00
Total Funding Requested		$2870.00

Applications were reviewed by staff and were found to be in compliance with the City's Neighborhood Association Assistance Grant policy.

City Council has approved $2,500 for the Neighborhood Grant program. A total of $2870 in grant allocations has been requested.

Desk Item **February 13 Public Hearing: FY 19/20 Neighborhood Associations Assistance Grant applications** was distributed to the Commission outlining the Background and Analysis/Award Considerations and attachments which included FY 2019/20 Neighborhood Association Assistance Grant – Applications Summary; September 1, 2015 Joint Study Session Report; FY 2019/20 Neighborhood Association Assistance Grants Applications. The Desk Item is attached to these minutes as "Exhibit A".

The Commission reviewed and discussed each of the submitted applications. There was some concern surrounding the activities and whether there was appropriate comprehensive insurance coverage for specific activities such as Jump Houses. There was further discussion relating to the submittal of receipts. The Commission determined that the allocation of the grant funding to each of the Associations, would be contingent upon the submittal of their receipts for this past year.

The Commission was provided with the following four options for consideration. (Exhibit A)

Option 1: Fully fund Morland West NA's request at 100%, or $370; reminder to all applicants at $426. This option would not fund each applicant at the maximum of $500, but fully funds the new applicant's request and provides maintenance funding for the rest of the existing grantees at an 85% level of request;

Option 2: Distribute the full $2500 amongst all applicants, or $417 each; resulting in 83% funding for the renewal grantees, 35% above $370 requested amount for Moreland West;

Option 3: Direct staff to seek Council approval to increase the budget appropriation from $2500 to $2870, or 370 more, for the purpose of fully funding all applicants in the current cycle FY 2019/20;

Option 4: Develop funding options as a hybrid of Options 1 through 3.

Following review and discussion, the following recommendations were made by the Commissioners:

Souza: Option 1
Khajuria: Option 1**
Yoshikawa: Option 1*
Carpenter: Option 1**
Hoffman: Option 1

*Funding recommended to each of the associations pending the submittal of required receipts. Further suggested that if receipts are not submitted to the City, that the recommended allocation to the association, be dispensed among the remaining five neighborhood associations.

**Would like Hamman Park to contact San Jose for additional grant funding since its boundaries are split between the Cities of Campbell and San Jose.

Commissioner Souza suggested raising the grant funding to $3,000 for next year.

Subsequent to the review of grant applications, the Commission discussed the following recommendations for the next Neighborhood Association Assistance Grant cycle: streamline the application process; create an interactive online application; set a deadline for the submittal of receipts and move the application deadline closer to the July 1 timeframe.

Chairperson Hoffman further suggested including this as a FY 21 Workplan item for the CIC.

ADJOURN:

The meeting was adjourned at 7:31 p.m.

Respectfully submitted,

Diana Johnson, Recording Secretary

Al Bito, Staff Liaison

"Exhibit A"

City of Campbell
INTEROFFICE MEMO

DATE: February 13, 2020

TO: Chairperson Hoffman and
Civic Improvement Commission Members

FROM: Al Bito, CIC Staff Representative

SUBJECT: **Desk Item: February 13 Public Hearing:**
FY 2019/20 Neighborhood Association Assistance Grant applications

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BACKGROUND:

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1. Campbell Village
2. Downtown Campbell
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4. Moreland West
5. Pruneyard-Dry Creek
6. San Tomas Area Community Coalition

The Civic Improvement Commission scheduled a Study Session just prior to its regular monthly meeting for February 13 to review and discuss the applications. Applicant representatives from have been invited, but not required, to attend the Study Session.

At this evening's Public Hearing, grant applicants will make brief presentations concerning their funding requests. The Civic Improvement Commission will then discuss and review the applications and corresponding funding requests, before announcing the grant awards.

ANALYSIS/AWARD CONSIDERATIONS:

Staff has analyzed the applications and finds them complete and general consistent with the City's policy on Neighborhood Assistance Grant Awards relative to eligible and ineligible groups or activities as they relate to the expenditure of public funds.

All of the applicants represent that grant funds will be used for either improvement projects, office expenses, insurance, room rental, or refreshments for social activities to

include National Night Out which is usually observed the first Tuesday in August each year.

The Commission may consider the following funding options at the Public Hearing after the applicants present their application:

Option 1: **Fully fund Moreland West NA's request at 100%, or $370;** remainder to all applicants at $426. This option would not fund each applicant at the maximum of $500, but fully funds the new applicant's request and provides maintenance funding for the rest of the existing grantees at an 85% level of request.

Option 2: **Distribute the full $2,500 amongst all applicants, or $417 each,** resulting in 83% funding for the renewal grantees, 35% above the $370 requested amount for Moreland West.

Option 3: **Direct staff to seek Council approval to increase the budget appropriation from $2,500 to $2,870, or $370 more,** for the purpose of fully funding all applicants in the current cycle FY 2019/20

Option 4: **Develop funding options as a hybrid of Options 1 through 3.**

Attachments:

- FY 2019/20 Neighborhood Association Assistance Grants – Applications Summary
- Sept. 1, 2015 Joint Study Session Report
- FY 2019/20 Neighborhood Association Assistance Grants – Applications

Cc: Diana Johnson, CIC Recording Secretary

FY 2019/20 CIC NEIGHBORHOOD ASSISTANCE GRANT AWARDS - $2,500
APPLICATION SUMMARY

NEIGHBORHOOD	NEW APP?	DUAL CITY BOUNDARIES	REQUEST	VOL. DUES MEMBERSHIP?	MEMBERS	HOUSEHOLDS	PROJECT
Moreland West	X	Yes	$370	Yes	90	700	Yard signs to promote NA events
Hamann Park		Yes	$500	$20	2,000	8,000	Park mural; NNO; cleanups
DT Campbell		No	$500	Yes	1,800		NNO; PO box; insur.; website
Campbell Village		No	$500	Yes		477	Rent; refreshments; NNO; website
Pruneyard-DC		No	$500	Yes	235	1,275	Insurance; NNO
STACC		No	$500	Yes	1,100	3,000	Jump house; permit; insur.; refresh.
TOTAL			$2,870				

City Council Agenda

City of Campbell, 70 North First Street, Campbell, California

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CAMPBELL CITY COUNCIL/ CIVIC IMPROVEMENT COMMISSION
JOINT STUDY SESSION

Tuesday September 1, 2015 – 6:45 p.m.
Council Chamber – 70 N. First Street

CALL TO ORDER, ROLL CALL

ORAL REQUESTS

NEW BUSINESS

A. Neighborhood Grant

ADJOURN

MEMORANDUM

CITY OF CAMPBELL

City Manager's Office

To: Honorable Mayor and City Council

Date: September 1, 2015

Via: Mark Linder, City Manager

From: Michael Thomas, Graduate Intern

Subject: **Joint Study Session on Neighborhood Association Assistance Grant Program**

PURPOSE

The purpose of the Joint Study Session with the Civic Improvement Commission (CIC) is to review and discuss the Neighborhood Association Assistance Grant Program as it enters its fifth year of funding.

BACKGROUND

In FY 12, the City Council began funding the new Neighborhood Association Assistance Grant Program at an amount of $2,000 per year. The program was intended to assist Campbell residents or neighborhoods with up to $500 of grant funding to establish formalized neighborhood associations. The objective was to provide assistance with startup costs associated with establishing neighborhood associations, such as insurance, outreach material, websites, newsletters, block parties and other neighborhood events. This "seed money" is for neighborhoods without operating budgets to increase the likelihood of their formation. Neighborhood associations were viewed as desirable within the community because of their associated benefits of enhancing the quality of life for residents, fostering a mechanism for neighbors to get involved, promoting neighborhood pride by having an established organization of common geographical interest, and deterring crime through neighborhood watch programs.

The application period for the grant program is generally open from September to October of each year. The CIC then holds a study session and public hearing to discuss and determine funding levels for selected applicants. After the Commission holds a public hearing, grant funds are distributed via check to the applicants. During the months of June and July of the following year, applicants are required to submit expenditure receipts for any grant funding used. The current council policy on the Neighborhood Association Assistance Grant Program is included in this memo as Attachment 1.

Through FY 15, the grant program has been funded for a total of four years. Funding levels for the program remained consistent during the first three years at $2,000. However, at the request of the CIC, and upon approval of the Council, total grant funding increased to $3,000

for FY 15. However, the maximum grant award per applicant remained at $500. During the FY 15 funding cycle, eight neighborhood grant applications were received for a total competitive funding request of $4,000. Following the review process, eight grant checks were disbursed totaling $3,000.

To date, four of the eight grantees have provided FY 15 documentation for grant-funded expenses.

DISCUSSION

Since its inception, the Neighborhood Association Assistance Grant Program has remained a popular program among neighborhood groups and neighborhood associations. A majority of the applications for this program have come from the same group of neighborhood associations. As such, there has not been a consistent increase in the number of neighborhood associations or in membership growth for already established neighborhood associations. Attachment 2 shows applicant information for fiscal years 2012-2015. The chart shows that five neighborhood associations applied for, and received, funding in at least three of the four years the program has been in effect. As the program's original intent was to assist neighborhood groups by providing "seed money" for the establishment of neighborhood associations, a discussion of whether to examine or redefine the program's intent may be of benefit for the City Council and the Civic Improvement Commission.

Additionally, the issue of applicant eligibility has been a topic of discussion during CIC study sessions. The City's existing grant application (Attachment 3) asks applicants to identify whether their group has or is classified as any of the following: incorporated, non-profit, tax exempt, bylaws, insurance, association members, and officers. Presently, there is no formal method of determining whether any of the categories should be viewed as preferable in terms of receiving funding, and conversely, whether or not having or not being classified as any of the categories should disqualify an applicant from receiving funding.

Another area in which the CIC has had discussion is on the appropriateness of grant expenditures. While many of the grant recipients have utilized funds for uses similar to the aforementioned startup costs, some past recipients have provided expenditure receipts for items such as catered social events that may or may not have been open or advertised to all members of the neighborhood. Events such as these do have merit in allowing neighbors to meet and provide a sense of camaraderie, but they also bring about the question of what types of expenditures should and should not be funded by the program. Furthermore, the grant policy neither expressly states when grant funds must be spent nor when receipts must be submitted to the City Manager's Office. Between grant cycles, the City Manager's Office normally sends letters to grant recipients in June requesting documentation in July. Clearly stated deadlines in the grant policy may help grantees comply with deadlines and requests.

Civic Improvement Study Session—August 12, 2015

In preparation for the September 1 Joint City Council Study Session, the Civic Improvement Commission held a study session to evaluate the annual grant program. As a result of the Study Session, the Commissioners may recommend to the City Council that it consider enhancements to the Neighborhood Association Assistance Grant Program policy related to eligibility. In addition, the CIC commissioners agreed the policy could be modified to include the following elements to clearly convey standards to grant applicants:

1. Mission Statement
2. Program Goals
3. Definition of a Neighborhood Association
4. Eligible and Ineligible groups
5. Eligible and Ineligible Activities
6. Application Requirements
7. Requirements to Maintain Funding Eligibility in Future Funding Cycles

CIC members reviewed neighborhood grant policies from the Cities of San Jose and Palo Alto and requested that City staff review these polices in the interest of policy learning to enhance the City Council's current neighborhood grant policy with respect to the elements listed above. CIC members also requested that City staff prepare an augmented draft grant program policy. An augmented policy recommending such policy enhancements may be brought before the City Council for approval.

With respect to item number six above, CIC members discussed and analyzed the possibility of requiring neighborhood groups to participate in National Night Out every year in addition to hosting two events related to community service, an informational event (e.g. crime prevention) or a social meeting event (e.g. Town Hall).

At their August 12 Study Session, the CIC reviewed neighborhood assistance grant policies from other Santa Clara County cities including San Jose's Community Action and Pride (CAP) Grant Program and Palo Alto's "Know Your Neighbors Grant Program." Attached to this memo for reference is a table (Attachment 4) comparing neighborhood assistance grant program information from Santa Clara County cities including Cupertino, Mountain View, and Sunnyvale.

FISCAL IMPACTS

Restrictive changes to the program's eligibility and funding guidelines may result in the disqualification of some applicants from receiving funding. Though the amount of grant funds requested generally exceeds the amount available, changes may actually result in a decrease of grant funds awarded. For FY 16, the Police Department has $3,000 budgeted for the purchase of emergency equipment and supplies to support neighborhood groups like CERT's (Community Emergency Response Team). CERT groups must follow the Police Department's application process for this funding.

CONCLUSION

Based on the CIC's and staff's review in the last four years of managing the neighborhood grant program, it is recommended that the City Council continue the program and direct the CIC to work with staff in modifying the current grant application policy consistent with the recommendations contained in this memorandum. Moreover, an enhanced policy with these elements would help City staff and the CIC better serve Campbell's neighborhood associations and help the associations better serve their neighbors.

Attachments:

1 – Council Policy 1.28
2 – FY 2012-2015 Grant Recipient Historical Data
3 – Neighborhood Association Assistance Grant Application
4 – Neighborhood Grant Programs in Other Cities Table

Section 1.28 Neighborhood Association Assistance Grant Program:

The City Council is willing to fund Neighborhood Association Assistance Grants from the City's General Fund, if it can be shown to the City Council or its advisory body, the Civic Improvement Commission, that there are effective ways of providing such neighborhood assistance services at a reasonable cost and at a level of service to provide a meaningful return for the dollars spent.

Members of the City Council and the Civic Improvement Commission shall not serve on boards of directors of neighborhood associations to which City funding is provided.

City employees shall not serve on boards of directors of neighborhood associations for which they recommend funding.

Neighborhood association assistance grant funds shall not be used for political purposes.

This policy does not preclude any Councilmember, Civic Improvement Commissioners, or City staff from attending meetings of these neighborhood associations as an observer.

Grant awardees shall maintain expense receipts associated with the City's grant funds and shall be prepared to furnish such documentation upon request in order to be considered for future funding.

Procedure for Neighborhood Association Assistance Grant Program:

The Civic Improvement Commission is the designated hearing body for the Neighborhood Association Assistance Grant Program. The City Manger's Office is designated to perform the initial review of the grant application to ensure that the Neighborhood Association Assistance Grant requirements are met.

The review process usually takes place from December through January. Grant awards are incorporated into the City Manager's recommended budget if funds are available based on the adoption of each fiscal year's budget.

Effective April 2012, the application and funding process will be based on a July 1-June 30 fiscal year cycle and the application forms will reflect that timeframe. The following steps will be followed:

Responsibility	Action
City Manager's Office	Distribute Neighborhood Association Assistance Grant application.

City Manager's Office Staff	Review and analyze Neighborhood Association Assistance Grant Applications. Provide funding recommendations to the Civic Improvement Commission.
Civic Improvement Commission	Hearing body for Neighborhood Association Assistance Grant applications. Review applications and staff recommendations. Approve or deny the requested grant based on available funding.

Attachment 2
FY 2012-2015 Grant Recipient Data

Association Name	Bylaws Y/N	Articles of Incorporation Y/N	Non-Profit Y/N	Tax Exemption Y/N	Bank Account Y/ N	Insurance	Past Grant Fund Uses	FY 15 Amount Awarded	Previous Applicant (Y / N) 2012	2013	2014	2015
Campbell Community Center	N	Not indicated on application	N	N	Unknown	N	start-up costs, recruitment, outreach, promotion, National Night Out; emergency preparedness seminar	$300.00	Y	Y	N	Y
Campbell Village	Y	N	N	N	Unknown	Y	UNSCC membership, Porta-Potty, highway beautification, tree planting project, annual block party	$450.00	N	Y	Y	Y
Central Hazelwood	N	N	N	N	Unknown	N	block party insurance; tree trimming and graffiti removal costs, community building, neighborhood improvements	$200.00	Y*	N	N	Y
Downtown Campbell	Y	N	Y	N	Unknown	Y	operational costs, banking, insurance & membership fees, membership drive, meet & greet party community room rental fees, name badges, PO box renewal fees, food ice for NNO	$450.00	Y	Y	Y	Y
Hacienda CERT	N	N	N	N	Unknown	N	radios, cloth stretchers LED lanterns, batteries, cots, dry erase pens and eraser, chalk, prinitng costs	$350.00	N	N	N	Y
Hamann Park	Y	Not indicated on application	Y	Not Indicated on App	Y	Y	UNSCC dues & insurance, permits, health fair, Operational costs, National Night Out social event; newsletters	$450.00	Y	Y	Y	Y
Pruneyard-Dry Creek	Y	N	Y	Y	Unknown	Y	start-up costs, UNSCC membership / insurance; ice cream, badges, raffle tix for NNO; CERT backpacks, radios, signage	$450.00	Y	Y	Y	Y
San Tomas CERT	N	N	N	N	Unknown	N	stretchers, triage tape, extrication collars, exam gloves, 4-in-1 emergency tool, CERT operations guides, chalk, lumber marker crayons, blankets, tolet seat & bucket, fliers	$350.00	N	N	N	Y
San Tomas West	Y	Y	Y	Y	Unknown	N	nwesletters, web hosting; webmaster costs; e-mail storage & data transfer	Did Not Apply in FY 15	Y	Y	N	N

* Submitted Application After Deadline UNSCC: United Neighborhoods of Santa Clara County MT 8/26/15

CITY OF CAMPBELL
NEIGHBORHOOD ASSOCIATION ASSISTANCE GRANT
APPLICATION FORM
FY 2014/15

Applications Due: October 3, 2014

NEIGHBORHOOD ASSOCIATION: _____

YEAR ESTABLISHED: _____

ADDRESS: _____

_____

PHONE: (_____) _____

E-MAIL: _____

WEBSITE: _____

CONTACT NAME: _____

NEIGHBORHOOD AREA TO BE SERVED: _____

REQUESTED: CITY OF CAMPBELL: FY 2014/15: $_____ (Maximum $500.00)

ALL OTHERS: $_____

Is your organization:

- INCORPORATED YES [ ] NO [ ]
- NON-PROFIT YES [ ] NO [ ]
- TAX EXEMPT YES [ ] NO [ ]

NUMBER OF NEIGHBORHOOD ASSOCIATION MEMBERS: _____

ASSOCIATION HAS BYLAWS?: Yes [ ] No [ ] *If yes, please attach.*

ASSOCIATION HAS INSURANCE?: Yes [ ] No [ ]

NEIGHBORHOOD NEED:

1. Describe the neighborhood association need to be addressed by the proposed grant funding.

SERVICE INFORMATION:

2. Describe the neighborhood project or service to be provided to the neighborhood association with the proposed City grant funding.

3. What are the objectives, and measurable benefits of, your neighborhood service, program, or project? How will your program meet these objectives?

4. Please indicate if the proposed neighborhood project or event is:

   [ ] NEW
   [ ] EXPANSION OF EXISTING ACTIVITY/PROGRAM

FUNDING INFORMATION:

5. If membership dues are required or requested, describe amount, how levied (i.e., per person or per household and collected monthly, quarterly, or annually), and use of revenue.

ORGANIZATIONAL INFORMATION:

6. Please list your Neighborhood Association's officer names and office titles.

7. Grant budget

Item No.	Expense Description	Estimated Cost
Total Amount Requested (Maximum $500.00)		

8. Please attach any of your neighborhood association's materials such as association newsletters and calendar of planned events in the year.

9. "We, the Board of Directors of_____, do hereby resolve that on_____, 20_____, the Board reviewed this application and furthermore, the Board in a proper motion and vote, approved this application for submission."

To the best of our knowledge, all information presented herein is correct and complete.

Dated:_____20 _____

_____

Neighborhood Association Name

By: _____

President of the Board, on behalf of the Board of Directors named above

NOTE: Neighborhood Association Assistance Grant Funds may NOT be used for political purposes.

Thank you for your interest in the Neighborhood Association Assistance Grant Program.

Submit your application by the published deadline to the City Manager's Office:

By Mail:
City of Campbell
City Manager's Office
70 N. First Street
Campbell, CA 95008

By Fax:
(408) 374-6889

By E-Mail:
alb@cityofcampbell.com

Attachment 4
Neighborhood Grant Programs in Other Cities

City	Population	Progrqam Name	Maximum Grant Amount*	Note
Campbell	41,857	Neighborhood Association Assistance Grant Program	$500	
Cupertino	59,756	Community Improvement Grant Program	$300	
Mountain View	77,914	Council Neighborhoods Committee Grant Program	$1,700	$100 one-time start-up grant
Palo Alto	66,932	Know Your Neighbors Grant Program	$1,000	
Sunnyvale	148,028	Neighborhood Grant Program	$1,000	$100 one-time start-up grant
San Jose*	1,016,479	Community Action & Pride	$300 - $1,500	

MT 8/26/15

Civic Improvement Commission / Museum Report March 2020

Ainsley House Open for 2020

- The Ainsley House is open for our 2020 season.
- Art Show exhibit open. Thank you to ChairPerson Kaufman for participating as one of our Community Leader judges. It was not an easy task to narrow down the over 80 pieces of submitted Art to only 20. And, to select pieces to represent the ages categories and art categories. The Art show is Free to visit, inside the Carriage House. We now have ballots for the public to vote on their favorite pieces of Art for youth category and adult. The Art Show will be up through November 1. Voting will close mid October.

Upcoming Exhibit:

- **From Clubhouse to Congress: How Women have Shaped Community.**
    - Exhibit at City Hall that explores how women helped to shape community policies before they had the right to vote.
    - Exhibit will be installed late March

- **League of Women Voters exhibit at the Heritage Theater:**
    - The Museum is working with the southwest chapter of the League of Women Voters to install a temporary exhibit at the Heritage Theater in May and June. The exhibit will feature panels that details the work of the League in the last 100 years in celebration of the 100th Anniversary of Women's Right to Vote.

Events:

- **March 21 @ the Historical Museum:** Family Author Day: Children's Book Author: Venus Sharp Martinez, "Sami and the Orange Balloon: Adventures Over Campbell" will read her story to families. The museum will offer crafts and activities that complement the story.
- **April 4:** Video Release Party for the Campbell Museums new Video. 3-5pm at the Campbell Historical Museum. The Civic Improvement Commission is invited to come meet the film's producers, a member of the Farrington Historical Foundation Board who provided the Grant funding, and community members who participated in the video. An invite for the Commission is attached.
- **April 25: Campbell Museum Foundation Spring Gala:** This will be an evening event held at OCBH. The them for the event is: 100th Anniversary of Women's Right to Vote and feature three local women in politics from the local, state or national level. There will also be a silent auction. Proceeds from the event help the Museum Foundation support the Campbell Museums.
  Tickets for the event can be purchased at: www.campbellmuseums.com

- **<u>Friday, May 15:</u>** History Happy Hour with Mike Cox, Geologist and Board member of the New Almaden Quicksilver Mining Museum. He will give a presentation on the history of Quicksilver Mining at the New Almaden Mines and a comparison with the parent Almaden Mine in Spain.
    - 5:30-7:30 pm.
    - Tickets at: www.campbellmuseums.com

<u>Ainsley House Preservation/ Museum Facility Update:</u>

- New windows have been installed in the Carriage House. The windowsills and frames had wood rot beyond repair. The original hardware was salvaged and reused.
    - The Project was funded by a donation from the Gibbons Trust and the Campbell Museum Foundation.
- UV film is going to be installed on the new window exterior doors of the Campbell Historical Museum. The UV film will help protect against the afternoon light that comes in through the doors, as well as protect against extreme heat inside the Hose Tower foyer. This will help for future Museum exhibit that can be installed on the tower walls.

<u>Education:</u>

- A number of schools have canceled field trips due to fears of the Coronavirus. This will definitely affect the Museum's Program revenue and livelihood of Museum Staff.
- The Museum is having a difficult time finding cleaning supplies to ensure that our Museum sites stay disinfected and wiped down. Hoping that store are restocked so that we can continue to practice best standards for cleanliness.

MEMORANDUM

City of Campbell

Recreation & Com. Svcs.

To: Civic Improvement Commissioners **Date:** 3/5/20

From: Tina Wong-Erling
Senior Services Supervisor

Subject: Campbell Adult Center Division Report

Staffing Changes

Regina Maurantonio retired from her position as the Recreation and Community Services Director on February 19. She was employed with the City of Campbell for six years and will be deeply missed. Kimi Tran resigned from her position as the Adult Center Recreation Specialist on February 12. Kimi supported the Adult Center's Trips Program and Groups/Clubs. Both positions will be filled through an open recruitment process in the coming months.

Aging Roundtable

Senator Jim Beall hosted an Aging Roundtable at the Orchard City Banquet Hall on February 28. The Roundtable convened over forty stakeholders of senior transportation to provide input for the Governor's 10-year Master Plan on Aging. The Roundtable was one of five meetings that will be held in the State of California.

Caregivers Count! Conference

The 10th Annual Caregivers Count! Conference will be held on Sat., April 25 at the Orchard City Banquet Hall. The conference is designed to educate and support family caregivers of elderly loved ones. For the milestone 10 year anniversary, the featured keynote speaker is Dr. Barry Jacobs, a clinical psychologist, author of "The Emotional Survival Guide for Caregivers," and AARP.org columnist. Other workshop topics include Stress Management, How to Pay for Care, Dealing with Resistant Parents, and Technology Tools. There is also a resource fair consisting of 24 agencies serving caregivers. Registration is available at www.caregiverscount.net.

MEMORANDUM

City of Campbell

Recreation & Com. Svcs.

To: Civic Improvement Commissioners **Date:** 3/5/20

From: Tina Wong-Erling, Senior Services Supervisor

Subject: Sourcewise Report

Introduction

The purpose of this memo is to provide information regarding the role of the Sourcewise Advisory Council Representative for the City of Campbell and the report that will be presented to the Civic Improvement Commission (CIC) at the March 12 meeting.

Background

Sourcewise is a non-profit organization designated by the State of California as the Area Agency on Aging for Santa Clara County whose role is to provide programs and advocacy for older adults and persons with disabilities. Sourcewise has a 36-member Advisory Council who represents the County, cities, various senior organizations, and interest groups. The Sourcewise Advisory Council meets on a monthly basis and works on various broad-based advocacy issues for older adults related to legislation and policy development.

Shirley Loffer is serving a 3-year term through June 30, 2020 as the City of Campbell's representative on the Sourcewise Advisory Council. She submits monthly reports to the Senior Services Supervisor and annual reports to the CIC.

Summary

Shirley will provide a report to the Commission at the March 12 meeting. The report will include Sourcewise funding and services, the Area Plan for Santa Clara County, and the new CEO and relocation.

Come celebrate the Campbell Museums' new video:

CAMPBELL'S ROOTS

Growing Tomorrow's Potential

Video Release Party

April 4, 2020 | 3-5PM

Campbell Historical Museum

51 N. Central Ave, Campbell 95008

Enjoy light appetizers and refreshments

RSVP to kerryp@campbellca.gov

408-866-2718