



CIVIC IMPROVEMENT COMMISSION

City Hall – 70 N. First Street

Thursday, July 9, 2020 – 6:30 PM
VIA ZOOM Telecommunication

NOTE: To protect our constituents, City officials, and City staff, the City request all members of the public follow the guidance of the California Department of Health Services' and the County of Santa Clara Health Officer Order, to help control the spread of COVID-19. Additional information regarding COVID-19 is available on the City's website at campbellca.gov.

This Special Meeting will be conducted via telecommunication and is compliant with the provisions of the Brown Act and the Governor's Executive Order N-29-20.

This Special Meeting will not be physically open to the public. The Commission meeting, its members and participants, will meet via ZOOM from remote locations.

Those members of the public wishing to participate, are asked to register in advance at: https://us02web.zoom.us/webinar/register/WN_2qoEUCgST1O6NtjVjmTFiQ

Public Comment for the Civic Improvement Commission meetings will be accepted via email at cmoffice@campbellca.gov prior to the start of the meeting. Written comments will be posted on the website and distributed to the Commission. If you choose to email your comments, please indicate in the subject line "FOR PUBLIC COMMENT" and indicate the agenda item.

The following Commissioners of the Civic Improvement Commission are listed to permit them, to appear electronically, or telephonically at the Special Meeting of the Civic Improvement Commission on Thursday, July 9, 2020: Chairperson Hoffman
Commissioners: Souza, Carpenter, Yoshikawa, Kaufman, Khajuria and Davis.

Special Meeting Agenda

A. Call to Order, Roll Call

B. Announcements

1. Welcome Commissioner Davis Fields

C. Presentations

1. 2020 Census Update – Margarita Mendoza, Staff Liaison

D. Approval of Minutes

1. Regular Meeting – February 13, 2020*
2. Study Session – February 13, 2020*



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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*

H. Reports from Staff

1. Brian Loventhal, City Manager
 - a. City Updates

I. New Business

1. Update - Pilot Beautification Grant Program
2. Potential Neighborhood Association Grant Update
 - a. Subcommittee for Streamlining process
3. Art Box – Identification Labels
4. Cancellation of August CIC Meeting

J. Old Business

1. FY 20 Workplan*

K. Good of the Game

L. Subcommittee Report

1. Capture Campbell
2. 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

Pursuant to the Executive Order, and in compliance with the Americans with Disabilities Act (ADA), if you need assistance to participate in the Civic Improvement Commission meeting, please contact Margarita Mendoza in the City Manager's Office at 408-866-2182 or by e-mail margaritam@campbellca.gov



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; 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 \$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.

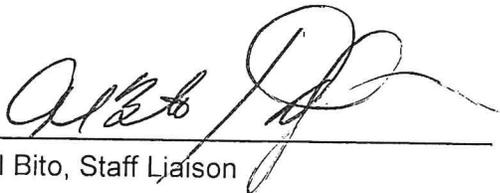
ADJOURN:

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

Respectfully submitted,



Diana Johnson, Recording Secretary



Al Bito, Staff Liaison



City of Campbell INTEROFFICE MEMO

DATE: February 13, 2020

TO: Chairperson Hoffman and
Civic Improvement Commission Members

FROM: Al Bito, CIC Staff Representative *AB*

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

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



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

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 policies 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 Manager'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.

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, printing 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 tickets 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, toilet seat & bucket, fliers	\$350.00	N	N	N	Y
San Tomas West	Y	Y	Y	Y	Unknown	N	newsletters, 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 MIT 8/26/15

Neighborhood Association Assistance Grant Application



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	Program 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



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. Kiehtreiber 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 agenzized 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



**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



City of Campbell INTEROFFICE MEMO

DATE: February 13, 2020

TO: Chairperson Hoffman and
Civic Improvement Commission Members

FROM: Al Bito, CIC Staff Representative *AB*

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

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 / Museum Report July 2020

Statement of Value

History is happening now. The Campbell Museums is pivoting to meet new needs and new challenges. Like many divisions in the City of Campbell we are faced with a funding crisis. tough choices had to be made to conserve funds for only essential services. The Museum may not be considered essential, but the Campbell Museums are important to the identity and community of Campbell. As fast as events in our world and community change, the need to document, preserve, and learn from history is more relevant now than ever before. We are actively collection and documenting COVID related items in real time. And, we are also collecting, and documenting items related to the protests and current discussions/ policies surrounding systemic racism in this area.

More information can be found on our website: Campbellmuseums.com

Current State of the Museum

- Both Museums closed
 - As of March all the following revenue generators stopped: Field trips at both sites, wedding rentals in the Ainsley Garden, special events such as history Happy Hour, Jazz Music Series, and most likely future Holiday events,
 - If and when allowed to reopen difficulties faced: physical distancing at Ainsley House, hands on exhibits at Historical Museum, disinfecting cleaning, contactless payments, staffing (discontinued AH cleaning to save money)
- Staffing has been reduced
 - Twelve part time staff members laid off
 - Only Collections Specialist and Museum Supervisor on staff
- Budget has been severely cut
 - Limited Dept expenses allowed
 - Waiting for approved FY 21
- Weddings in the Ainsley House Garden
 - Cancelled all wedding through end of the year except for 2 remaining weddings (1 in Sept and 1 in October) that are holding out until August to see what the county allowance for outdoor events will be.
 - 5 couples postponed their weddings until 2021 and have been rescheduled on the AH wedding calendar.
 - Lots of current interest in weddings at the AH for 2021.
- Museum Volunteers
 - Our dedicated Museum Volunteer core of docents, greeters, garden volunteers, special event volunteers, and collections volunteers, are all on pause.



The Campbell Museums

- Many want to help in some capacity but we can't have anyone on site right now. A few volunteers are helping with research.
- Have acquired 3 new summer interns, college students who are working on special projects remotely. The projects include: a history topic specific walking tour using Instagram and our website, biographical research of Campbell families, and history of Campbell's growth and development, with an understanding of underrepresented communities in Campbell and any policies of discrimination.
- Exhibits on hold indefinitely
 - Muwekma Ohlone exhibit at the Historical Museum
 - Newly designed visitor orientation area with information panels at the Historical Museum detailing a survey of the cultures that have lived in greater Santa Clara Valley.
 - Newly updated Community panels at the Historical Museum
 - History Relevance panels inside the hose tower at the Historical Museum
 - Garden panels at the Historical Museum
 - Survey of the natural history of Santa Clara Valley
 - Information on drought tolerant plantings and irrigation.
 - Room panels and small display vignettes exhibits at the Ainsley House
 - The displays would explore mini exhibits of historical topics such as: women's history, labor history, technology, etc.

Projects and Activities of Museum

Staff is focused on creating as much online content as possible.

- Online Content:
 - Museum Collection Specialist has been creating: What's in the Box videos which explores what are in our Museum collection boxes, interesting history of the artifacts, and shows how she rehouses and cares for the items.
 - Link to virtual exhibits and videos:
<https://www.campbellmuseums.com/virtual-history-happy-hour>
 - Museum Supervisor is turning Historical Museum exhibits and Ainsley House tour into online field trip presentations with learning extension activities, in preparation for not hosting any onsite Field trips next year, and to keep connected with our greater Santa Clara Valley community that has looked to the Museum for social studies programs.
 - The remote learning will be more than what we offered for a field trip because there are opportunities to include cross curriculum lesson plans that complement the Museum exhibit online.



The Campbell Museums

- Also planning on Zoom or WebEx remote activities with classrooms when scheduled with teachers.
- Revamping our rentable history trunks to remove all touchable artifacts and focus on teacher curriculum and suggested project-based learning activities

- Staff is working on an online Ainsley House tour—only exploring a few rooms and artifacts but to use in conjunction with education remote learning program.
- Exploring the possibility of a 360 degree virtual tour with helpful funding from our Museum Foundation.
 - 360 virtual tours can be expensive platforms with ongoing subscription costs for hosting the tours.
- The Ainsley House Art Show that opened right as the pandemic hit is available online to view the art and vote for favorite art work in each category.
 - <https://www.campbellmuseums.com/ainsley-house-juried-art-show-infor>
- In the planning phase of hosting virtual lecture series, hope to have something lined up by August to go through the end of the year.
- I am working with the Museum Foundation to plan virtual fundraisers since all of the Museum Foundation's fundraising events were cancelled due to COVID and will be cancelled through the end of the years.
 - Cancelled events were:
 - Spring Gala
 - Summer Concert Series Concessions
 - Jazz Concert Series
 - Holiday Tea and Tours

- Physical Projects
 - Staff is maintaining the cleaning of the Ainsley House.
 - A new outdoor Ainsley House panel will be installed later this summer. This is made possible by funding from the Museum Foundation.
 - New UV film will be installed on the new Historical Museum glass doors. This UV film will help protect the artifacts in the exhibit gallery from UV rays.
 - New Windows and windowsills got installed on the Carriage House last year but the windows were never painted on the outside. With funding from the Museum Foundation, the windows will be painted and finished.

MEMORANDUM



City of Campbell
Recreation & Com. Svcs.

To: Civic Improvement Commissioners
From: Tina Wong-Erling
Senior Services Supervisor
Subject: Campbell Adult Center Division Report

Date: 6/30/20

Senior Nutrition Program

The Campbell Senior Nutrition Program has been providing 120+ senior meals during the pandemic. The meals are available on a takeout basis and home delivery service. Under the Rotary Club of Campbell's (RCC) "Campbell Cares for Seniors" project, over 20 Rotary volunteers have delivered meals to 30 seniors from April thru July 2. The meal service is transitioning to takeout and curbside pick-up beginning July 6 due to budget adjustments. RCC volunteers will continue assisting with the curbside service. The City is extremely grateful for the collaboration and wishes to thank Carol Hoffman, RCC President and the Rotary volunteers for their service to seniors during this critical time.

Brown Bag Deliveries

In partnership with the Second Harvest Food Bank, the Adult Center staff has coordinated the delivery of Brown Bag groceries to 30 seniors who live within a 5-radius of the Community Center. The Campbell CERTS and the Campbell Downtown Support Network volunteers have made bi-weekly deliveries to seniors who are benefitting from the supplemental food. The Adult Center wishes to thank the volunteer organizations for their assistance with home deliveries.

Virtual Recreation & More

The Adult Center staff has created a Virtual Recreation website for seniors to access activities from the comfort of their homes. These activities stimulate the mind, offer virtual travel, provide fitness options and bring some much needed fun and humor. New information is updated on a bi-weekly basis.

Virtual fitness classes will be offered in July. These classes include Forever Young, Yogilates, Line Dance, and a Sketching and Drawing class will be offered in August.

Virtual Caregivers Conference

The 10th Annual Caregivers Count! Conference that was originally scheduled on April 25 will be offered in a virtual format for a four-part series, beginning Sept. 12 thru Oct. 3. The conference will be free to attendees and registration is required. 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. The flyer and registration information will be available in mid-July or visit www.caregiverscount.net.

FY 2020 CIVIC IMPROVEMENT COMMISSION

Major Work Plan

#	WORKPLAN	<u>Schedule</u>
1	Review status and continuation of Pilot Beautification Grants (Sub Committee)	7/19 - 9/19
2	Review the process & criteria for FY 20/21 Neighborhood Assoc. Grants (Sub Committee)	8/19
3	Campbell Cares: (Mental Health) Mental Health First Aid Plan for Talks Saves Lives Community Walk Mindfulness	8/19 9/19 10/19 1/20-5/20
4	Review and approve the FY 20/21 Neighborhood Assoc. Grants	11/19 -12/19
5	Develop criteria for street names (Sub Committee)	11/19-12/19
6	Promote and host High School Job Fair (Sub Committee)	11/19 - 2/20
7	Plan 2020 Capture Campbell Youth Photo Contest (Sub Committee)	4/20 -10/20
8	Elder Abuse Awareness	6/20
9	Library Support – How CIC can assist the Campbell Library	As Needed
10	Explore Art Project (Sub Committee)	TBD

Sub Committees:

Beautification Awards: Commissioners Kaufman, Khajuria and Hoffman
 Capture Campbell: Commissioners Yoshikawa, Carpenter and Capatosto
 Youth Job Fair: Commissioners Souza, Carpenter and Capatosto
 Campbell Cares: Commissioners Souza, Hoffman and Khajuria
 Street Name: Commissioners Yoshikawa, Kaufman and Souza