



## CITY OF CAMPBELL - CIVIC IMPROVEMENT COMMISSION

CAMPBELL, CALIFORNIA

Thursday, July 9, 2020 – 6:30 p.m.

### SPECIAL MEETING MINUTES

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

This meeting was recorded and can be viewed in its entirety at:

<https://www.youtube.com/user/CityofCampbell/videos>

#### CALL TO ORDER

The Civic Improvement Commission convened at a special meeting time at 6:34 pm on the regularly scheduled day of July 9, 2020, via telecommunication.

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

#### ROLL CALL:

Chairperson Hoffman called the meeting to order at 6:34 pm

#### PRESENT:

Chairperson Hoffman. Commissioners: Souza, Carpenter, Kaufman and Fields.

Commissioner Yoshikawa joined at 6:45 pm and Commissioner Khajuria joined at 8:14 pm

Staff Liaison, Margarita Mendoza and Recording Secretary Diana Johnson

#### ABSENT:

Commissioner Khajuria (Excused until 8:14 pm [unable to access ZOOM meeting])

#### PRESENTATIONS:

Staff liaison Margarita Mendoza provided an update for the 2020 Census. She commented that the City of Campbell's response rate is 73.4% which exceeded its 2010 response rate. Census workers will be canvassing Campbell in the month of August.

#### APPROVAL OF MINUTES:

M/S: Souza/Kaufman

To approve the Study Session and Regular meeting minutes for the Thursday, February 13 Civic Improvement Commission meetings.

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

Absent: Viral Khajuria

Abstain: None

COMMUNICATIONS: None

ORAL REQUESTS: Sara Joy Espinoza Evans asked to address the Commission during discussion of the Beautification Grant program.

REPORTS FROM STAFF:

Museum Report: Senior Museum Specialist, Ms. Kerry Perkins presented the Museum report for the month of July. A written copy of this report was included as an attachment to the July Agenda.

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

Brian Loventhal – City Manager:

Measure O Update: A design firm has been hired. The Police Department Building and Library are two slightly different projects on parallel tracks. Projects include site improvements, parking lots, landscaping, grading and environmental review. On July 7 Council met with the designers and will meet on July 21 to consider property tax assessment and the issuance of a 5-20 M bond. Measure O is a Bond Measure secured through property tax assessments. Projects are anticipated to last approximately 3-5 years. Council is discussing what the roles of the Commissions will be.

City Council adopted the FY 20/21 69M City Operating Budget in June. Although several budget cuts were made due to the shortfalls resulting from the COVID-19 pandemic, key projects such as the all-inclusive playground at JDM and park improvements at Campbell park are moving forward.

In line with the County's new Health Order, the City's goal is to keep residents and its essential workers, working onsite, informed and safe during the shutdown. Operations primarily continue via telecommunication. The City is cautious and will implement strict guidelines as we move forward with the new Order and the reopening of our facilities to the public.

Chair Hoffman asked about the changes happening in the downtown areas. City Manager Loventhal responded that Economic Development and Planning staff have been working with the downtown businesses to educate them on the resources available through the Cares Act and other financial assistance. Council has discussed closing the downtown streets from the railroad tracks on Campbell Avenue to Third Street to allow for outdoor dining.

There were no further questions or comments from the Commission.

NEW BUSINESS:

Pilot Beautification Grant Program: The Council is currently identifying grant funds usage towards COVID 19 expenses. As a result, the pilot Beautification Grant Program has been suspended and was not budgeted for FY 20/21.

Oral Requests: Sara Joy Espinoza Evans provided comments in response to the budget cutbacks. She would like to work with the Commission to seek alternative funding to support the Beautification program. She suggested a possible mural project on Fourth Street and provided anticipated costs for a mural at \$3200 (320 sq.ft. \$10/sq.ft). Commissioner Souza suggested reviewing the Art Policy and possibly seeking sponsors to fund beautification of the City. Commissioner Kaufman supported the idea of sponsorship to obtain funding. He asked that Sara provide more details for the mural project. Chair Hoffman suggested revisiting the Beautification subcommittee to discuss ideas of alternative funding to continue this program.

Chair Hoffman thanked Ms. Evans for her work and suggestions.

Neighborhood Association Assistance Grants Update: Chair Hoffman recommended that a subcommittee be formed to assist with streamlining the Neighborhood Association Assistance application process.

At his time City Manager Loventhal, excused himself from the meeting and expressed his appreciation to Commissioners Souza and Carpenter for their service and hard work on the Commission.

Art Box Program: Chair Hoffman discussed the importance for the occasional maintenance to the Art Box's in Campbell. She noted that some boxes have identification labels that are faded and needed to be replaced. She encouraged the Commissioners to continue to be involved with reporting Art Boxes that required attention. She also mentioned that the Commission might consider the rotation of the art on the boxes for a future Art Box project.

Summer CIC Meeting: Consistent with past practice, the Commissioners agreed to cancel their August meeting and hold its next regular meeting on Thursday, September 10.

M/S: Souza/Kaufman To cancel the August Civic Improvement Meeting.

Motion was approved by the following votes: Chair Hoffman  
Commissioners: Carpenter, Kaufman, Fields, Yoshikawa and Souza

#### OLD BUSINESS:

FY 20/21 Workplan: Due to the appointment of two new commissioners in August, Chair Hoffman suggested that the Commission not finalize the FY 20/21 Workplan until the September CIC meeting.

The Commission reviewed the following Workplan Items:

Social Service Subgrants: No changes

Pilot Beautification Program: Hold

Neighborhood Association Grants: (need to form a subcommittee [streamline neighborhood association grant application process])

Campbell Cares: No changes to date. Commissioner Souza recommended contacting the American Foundation for Suicide Prevention to continue this program virtually with a focus on seniors. Chair Hoffman supported expanding the Campbell Cares program to address other options.

The Chamber is utilizing the "Campbell Cares" name to promote the downtown business area through the pandemic (orange ribbon campaign). Chair Hoffman discussed with Chamber to use branding together.

Neighborhood Association Assistance Grant: The Commission deferred the timeline for submitting applications and streamlining the process to the Neighborhood Association Assistance Grant subcommittee.

Street Names: As Needed. Commissioner Souza indicated that the required participation is limited. Two members are enough.

High School Job Fair: Transferred project to the Youth Commission.

2021 Capture Campbell Youth Photo Contest: No changes.

Elder Abuse Awareness: Deferred to next year.

Library/Museum Support: As needed.

Explore Art Project: Chair Hoffman encouraged the CIC to explore art ideas and participation in the subcommittee.

Commissioner Yoshikawa provided a presentation of expressive art displayed in the City of San Jose's storefronts depicting "Black Lives Matter," by people of color. The art depicted support for racial equality and racial/social injustice. She asked the Commission to consider as a temporary outdoor display at Orchard City Green. Each piece of art would provide an understanding what was happening during the protests and support racial and social injustice.

She also indicated that the art was temporary, as the paint used was not permanent, and would need preservation. She is seeking support for sponsorship to preserve and provide identification of each art piece.

Commissioners Davis and Kaufman expressed interest in the idea.

Chair Hoffman recommended partnering with the Museum for placement. She suggested that the subcommittee explore the idea of rotating art and research ideas for a public art destination.

Subcommittee assignment updates:

Beautification Awards: Removed

Capture Campbell: Fields, Yoshikawa

Campbell Cares: Hoffman, Khajuria

Explore Art Projects: Yoshikawa, Kaufman, Fields

Street Name: Yoshikawa, Kaufman

Neighborhood Association Assistance Grant: Kaufman, Yoshikawa and Khajuria

Youth Job Fair: Removed

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

- Virtual Relay for Life Saturday, July 11
- Celebrate Campbell, Saturday, July 18
- State of the City Address, Wednesday, July 29

COMMISSIONER/SUBCOMMITTEE REPORTS:

Beautification Grants: Reported and discussed under “Old Business” for FY20/21 Workplan.

Capture Campbell: Reported and discussed under “Old Business” for FY20/21 Workplan.

Campbell Cares: Reported and discussed under “Old Business” for FY20/21 Workplan.

Chair Hoffman expressed her sincere appreciation to Commissioners Souza and Carpenter for their service as Commissioners to the Civic Improvement Commission. Commissioners, Kaufman, Khajuria, Yoshikawa shared the same.

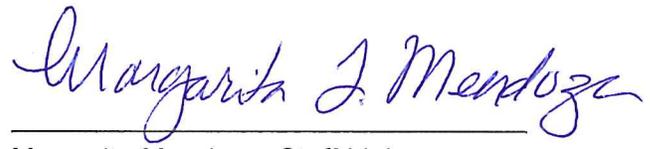
Commissioners Souza and Carpenter thanked the Commission and expressed their thoughts.

Chair Hoffman adjourned the meeting at 8:55 p.m.

The next Regular Meeting of the Civic Improvement Commission is scheduled via telecommunication for Thursday, September 10, 2020 at 7:30 p.m. and conducted pursuant to the Governor’s Executive Order N-29-20.

Respectfully submitted,

  
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Diana Johnson, Recording Secretary

  
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Margarita Mendoza, Staff Liaison