



## 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**

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**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:

<b>Applicant</b>	<b>Amount</b>	<b>Project Proposal</b>
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
<b>TOTAL</b>	<b>\$20,000</b>	

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

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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