

Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Peter Jensen
Kim Walesh

SUBJECT: MEXICAN HERITAGE PLAZA
TRANSITION PROGRESS REPORT

DATE: December 5, 2008

Approved

Date

12/9/08

COUNCIL DISTRICT: District 5

RECOMMENDATION

Accept the staff report updating the CED Committee on the transition plan for the Mexican Heritage Plaza (MHP).

BACKGROUND

At its March 18, 2008 meeting, the Council directed staff to work with the Community and Economic Development (CED) Committee to select an Independent Convening Institution and establish a 13-member Steering Committee to develop and recommend a sustainable business model for the Mexican Heritage Plaza, with the overarching vision of making the Plaza a community cultural center. The business model will address the organizational structure, governance model, program design and fund development plan for the MHP and will be used as a framework for a future procurement process to identify a potential operator or manager.

Staff reported on the development of this process to the CED Committee in April, May, and June 2008. The elements of the Steering Committee selection process and the selection of the Independent Convening Institution underwent some refinement based upon guidance from the Committee, with a significant area of focus being on the role of the Independent Convening Institution. At the June 23, 2008 CED Committee meeting, staff reported that it had contacted various organizations about serving in the role of Independent Convening Institution, and only the Hispanic Foundation of Silicon Valley had expressed interest. As a result of conversations involving staff and the Hispanic Foundation, in which roles and expectations of the City and the Hispanic Foundation were clarified, staff recommended entering into a cooperation agreement between the City and Hispanic Foundation at the August 26, 2008 Council meeting. The approval of that recommendation resulted in an agreement between HFSV and the City in which the two organizations assumed the following roles:

- The HFSV works with the City to develop a budget and identify and secure funding partners to cover the cost of a consultant/facilitator with expertise in cultural arts planning/programming and group facilitation.

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- The City and HFSV work together to select a facilitator with knowledge and experience in cultural arts planning/programming.
- The City and HFSV work together to publicize the membership pledge and Steering Committee nomination processes, and to do direct outreach to highly qualified individuals within the targeted categories of interest and experience.

According to Council direction, the selection of the 13-member Steering Committee is based upon the establishment of a membership program at the Plaza and a nomination process open to the public. The chart below shows how the Committee members are to be selected:

Group Selecting	Nominees Eligible for Selection	Number of Committee Members to be Selected
Interim Membership-Based Advisory Committee*	Those who pledge a membership at level of 30 volunteer hours per year	2
Interim Membership-Based Advisory Committee*	Those who pledge a membership at level of \$100 per year	2
Interim Membership-Based Advisory Committee*	Those who pledge a membership at level of \$1,000 per year	2
Mayfair Neighborhood Action Coalition	All nominees	1
Gateway East Neighborhood Action Coalition	All nominees	1
Arts Commission	All nominees	2
City Council	All nominees	3

* - The Interim Membership-Based Advisory Committee is comprised of everyone who submits a membership pledge at any of the levels listed in this table.

The selecting groups are to ensure that the Steering Committee represents at least the following categories of expertise and perspective:

- Non-profit/community-based organization accounting, finance, and management
- Cultural facilities management
- Latino arts, culture, and heritage
- Arts education/academics
- Philanthropy
- Community engagement and representation
- Business planning

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Since the August 26, 2008 Council meeting, staff has moved forward in partnership with the Hispanic Foundation both in managing the facilitator recruitment and the establishment of the MHP Steering Committee.

ANALYSIS

The Hispanic Foundation, with assistance from City staff, authored a Letter of Interest Request for response by potential facilitators for the business planning process. The Letter of Interest Request has been circulated to a list of consultants/facilitators with expertise in cultural arts programming and group facilitation. The Hispanic Foundation specified that responses to the Letter of Interest include a description of scope of services, relevant experience and estimated fees for services in order to initiate recruitment for the facilitator position and extrapolate a target dollar amount for their fundraising efforts. Responses to the Letter of Interest Request are due in January with the goal of selecting the facilitator in the same time frame that the Steering Committee is ready to begin the business planning process.

The process for the selection of the Steering Committee members extended through December in order to encourage more participation in the pledging and nominations process. Staff hosted the selection meeting of the first selecting group, the Interim Membership-Based Advisory Committee (IMAC), on December 3, 2008. As proposed in the March 18, 2008 Council memo, individuals making a pledge to the Plaza comprise the IMAC which collectively selected 6 members to the Steering Committee, 2 from each of the three pledge levels. The pledging and nomination process yielded 43 pledges with 18 of those individuals also being nominated. In total, 30 people were nominated to the MHP Steering Committee. The IMAC members received a list of nominees with available biographical information and a ballot to be submitted either in person at the IMAC meeting or by email. The final tally of votes resulted in the following selections for the 6 IMAC positions:

30 volunteer hours pledge

- **Carlos Perez**, artist and principal of ArtOrigin
Mr. Perez has been involved in the Plaza since its inception as an artist and volunteer. He designed the logo for the Plaza used by the Mexican Heritage Corporation, and created a large scale mural at the Plaza, "The Artistic Mestizaje."
- **Linda Snook**, director of the San Jose office of Anewamérica
Anewamerica promotes the long-term economic empowerment of new Americans – citizens, immigrants, and refugees – and encourages their full participation in political, social, and cultural activities. Ms. Snook formerly served as the volunteer coordinator at the Plaza, and is a current member of the Greater Hispanic Chamber of Commerce Board of Directors, the San Jose Job Corps advisory board, and the Story Road Business Association, among others.

\$100 pledge

- **Maria de la Rosa**
Ms. de la Rosa is a former Artistic Director of Los Lupeños de San José. As a fully credentialed teacher, she has taught for seven years in secondary schools in Santa Clara County. She worked for the Mexican Heritage Corporation from 2001 to 2008.

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- **Chris Esparza**, principal of Giant Creative Services
Mr. Esparza's agency is focused on marketing, event design, development and performing arts resources. He is a current Arts Commissioner, and has been involved in many civic activities, including the Working Partnerships Leadership Institute, the 1st ACT Catalyst Group, the Campus Community Association, South Bay Live (a live music advocacy group), and the Downtown San Jose Hospitality Zone assessment effort.

\$1,000 pledge

- **Alcario Castellano**, Vice President of the Castellano Family Foundation
Mr. Castellano and his wife, Carmen, co-founded the Castellano Family Foundation in December 2001, which is dedicated to the cultivation and enrichment of Latino family values through support of organizations promoting the arts, Latino culture, Latino leadership, and the educational pursuits of Latino students. Mr. Castellano has been involved with the Mexican Heritage Plaza beginning with public planning meetings to discuss its establishment, and has been a regular sponsor and promoter of activities at the Plaza.
- **Manuel Fimbres, retired San Jose State University Professor**
Mr. Fimbres taught for 30 years at San Jose State University, during which time he founded the Social Work program and served as President of the Faculty for 3 years. Mr. Fimbres has served as the Associate Director of both the Community Planning Council and the Social Planning Council of Santa Clara County. He has also held several positions on the Board of Directors of Catholic Charities of Santa Clara County including that of Treasurer and President. Mr. Fimbres is a current member of the National Association of Social Workers and was the first Chicano President of the California Chapter.

The Mayfair and Gateway East Neighborhood Action Coalitions (NACs), Arts Commission and City Council will consider IMAC nominees not selected in this process along with all other nominees. The Arts Commission and NACs have received a list of all nominees with available biographical information and have been updated on the IMAC selections.

This memo is intended as a progress report on work to date and the selections made by the IMAC selection group. Staff will submit a supplemental memo prior to the December 22, 2008 CED meeting to report on the NAC and Arts Commission selections. The NACs are scheduled to each make their selection to the Steering Committee before December 10, 2008, when the Arts Commission will meet in its regularly scheduled meeting to select two Steering Committee members.

The City Council is the final selecting group in the establishment of the MHP Steering Committee, selecting the final three members of the 13-member committee. In order to maintain the momentum of the Steering Committee selection process and to facilitate the commencement of the business planning process, staff recommends that the Council approve the final three selections in January 2009. Because the Council is the final selecting group, it is important that their selections strengthen the representation of the categories of experience, interest and perspective outlined in the March 18, 2008 Council memo. The supplemental memo will report on the selections made by the IMAC, NACs and Arts Commissions and provide analysis on

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expertise and perspective that may lack representation on the Steering Committee. Although the selection process has extended beyond the originally anticipated timeline, Council approval of final three selections in January will still make it feasible for the business planning process to be completed by the end of 2009.

EVALUATION AND FOLLOW-UP

Informational reports regarding all aspects of MHP, as well as recommendations at needed decision points will be provided to the CED Committee and full Council as appropriate. The next scheduled update for the Committee will be in February 2009, and will include updates on the facilitator selection and the initial meetings of the Steering Committee.

PUBLIC OUTREACH/INTEREST

The public has been fully engaged throughout the process with City staff managing the Mexican Heritage Plaza website and providing information to interested community members in person or by email and phone interface. The make-up of the MHP Steering Committee will be posted on the website as soon as selections are final, along with a summary of the process and next steps. The website will continue to provide:

- On-line form to pledge membership to MHP
- Information on upcoming community meetings, consultant reports and Council and Committee meetings that have been completed to date regarding MHP
- Contact information to direct questions or comments regarding MHP and the business planning process.

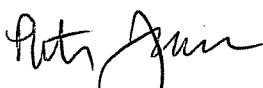
IMAC members at the selection meeting emphasized the importance of continued public involvement in the efforts of the Steering Committee, which is consistent with the City's intent.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

CEQA

Not applicable.


Peter Jensen

Director, General Services



Kim Walesh
Chief Strategist

For questions please contact Peter Jensen, General Services Director, (408) 975-7290.