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City Manager's Office


Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh

SUBJECT: UPDATE ON SCHOOL OF ARTS &
CULTURE AT MHP

DATE: October 30, 2012

Approved  Date 10/30/12

INFORMATION

This memo provides an update to Council on the fourth meeting of the Advisory Committee on Permanent Governance (ACPG), and on classes and other activities at the Mexican Heritage Plaza (MHP) since the last update provided to Council in July 2012.

Advisory Committee on Permanent Governance

When Council approved the concept to create the School of Arts & Culture at MHP and named 1stACT Silicon Valley as the Interim Incubator Operator, Council created the ACPG to "actively participate in the development or identification of a permanent operator." The nine-member ACPG, whose composition was approved by the Council, meets quarterly and held its fourth public meeting on August 6, 2012.

At this fourth meeting, the ACPG continued to develop a framework for determining its recommendation regarding a permanent operator. The ACPG reviewed a proposed process and timeline, which outlines goals for quarterly meetings. A proposed draft of considerations and criteria for a permanent operator for the School of Arts & Culture at MHP was reviewed. The ACPG also approved the revised Guiding Principles for a School of Arts and Culture at MHP. The concept of a concert series at MHP was discussed. The ACPG received an update from the leadership of the School of Arts & Culture at MHP (School), a nonprofit organization being incubated by 1stACT Silicon Valley and sharing the same board of directors. A programmatic, financial and operational update was provided.

The ACPG will hold its fifth quarterly meeting on Tuesday, October 30, from 6:30 p.m. to 8:30 p.m., at MHP. At this meeting, it will be recommended that the ACPG approve the proposed timeline and considerations for a permanent operator. The ACPG will also discuss the potential distribution of a Request for Letter of Interest to community-based organizations that may be interested in becoming the permanent operator. A progress report will also be made by the interim operator.

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Per Council direction, a progress report will be provided to the Community and Economic Development Committee on the business plan and on a permanent operator on November 26, 2012. An update will also be provided to the Arts Commission at its regular meeting of November 14, 2012.

School of Arts & Culture at MHP Classes and Camps

Also reported at the August ACPG meeting, the School continues to execute the business plan developed by the MHP Steering Committee, which is working as envisioned.

In July 2012, Summer Arts & Culture Day Camps served youth ranging from six to 17 years. Three two-week sessions were offered at \$250 per student/per session, including two organic snacks and lunch provided by Revolution Foods. Having raised contributed income for scholarships, the School offered financial assistance and was able to fulfill 100% of all requests. Parents volunteered their time in exchange. For the current Summer Day Camps, 252 students enrolled – a 67% increase over 2011. Biweekly recitals were held on site either in the pavilion or theater with a minimum of 150 to 200 in attendance for each recital.

The fall session began in the third week of September, with a record 123 registrations for classes in dance, visual arts and music. This number shows continuous growth for the School's after school offerings. Scholarships are available as well. The School has also provided cultural assemblies free of charge for elementary schools in the immediate Mayfair community such as Cesar Chavez and San Antonio Elementary schools respectively.

Other Activities at MHP

The School continues to host a wide variety of events, which generate earned income. Rentals by cultural organizations continue to increase. One notable highlight is that the School hosted San Jose Taiko's annual Rhythm Spirit Concert. This is a unique partnership created with San Jose Taiko's staff providing intensive workshops for Summer Camp Students that led up to the final concert in September.

The School welcomes the community and is an anchor for the surrounding area and partners with other organizations to bring major events to the public. Selected examples of recent events at the School of Arts & Culture at MHP include:

- August – “From Awareness to Action: A Women's Agenda for Santa Clara County” Office of Women's Policy Luncheon and the Spirit of '45 Filipino Film Festival (weeklong).
- September – San Jose Taiko presents “Rhythm Spirit,” its annual home concert for the first time at MHP; Cambodian Cultural Dance Troupe dance performance; Second Annual Latino Heritage Month Double Screening in partnership with KQED; and Hālau Nāpuaokamokihana'ohāikapolioluana: special reception for departing kumu.

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- October – Bay Area Bangladeshi Association presents Miles Bangla Rock Band; Sankritalaya Indian Dance and Music production; California Charter Schools Association “Celebration of Twenty Years of Charter Schools in California;” Day of the Dead Altar installations sponsored by the School; Santa Clara County Public Health Department “Latino Health Assessment Study” Forum; Colectivo ALA’s one year anniversary reception/fundraiser; Hemophilia Society’s Hispanic Heritage Celebration; San Jose Leadership Council meeting, SJCC LEA’s Celebration in honor of Carmen Castellano; and South India Fine Arts presents Sri. T. V. Sankaranarayan.
- Ongoing – Weekly classes and rehearsals of local dance companies; Los Lupeños de San José and Calpulli Tonalehqueh Aztec Dance; and monthly meetings of the Plata Arroyo Neighborhood Association.

/s/

KIM WALESH

Director of Economic Development

Chief Strategist

For questions, please contact Kerry Adams Hapner, Director of Cultural Affairs, at (408) 793-4333.

Attachment: Roster of MHP ACPG Members and Staff Team

**ROSTER OF MEXICAN HERITAGE PLAZA (MHP)
ADVISORY COMMITTEE ON PERMANENT GOVERNANCE (ACPG) MEMBERS
AND STAFF TEAM**

ACPG Members

Norberto Dueñas, Chair
Alcario Castellano
Roy Hirabayashi
Connie Martinez
Gabriel Montes
Miguel Salinas
Carmen Sigler
Linda Snook
Jessica Zenk

Representation

City of San José
MHP Steering Committee
MHP Steering Committee
1stACT Silicon Valley
Latino Leadership Alliance (Gardner)
Adobe Foundation
1stACT Silicon Valley
MHP Steering Committee
City of San José Arts Commission

City Staff Team for ACPG Support and MHP Facility Operations and Maintenance

Kerry Adams Hapner, Director of Cultural Affairs
Ernest Azevedo, Executive Analyst
Arlene Biala, Arts Program Manager
Matt Morley, Deputy Director of Public Works
Dave Sykes, Director of Public Works
Kim Walesh, Director of Economic Development and Chief Strategist