



CITY OF MOUNTAIN VIEW

HUMAN RELATIONS COMMISSION

AGENDA

REGULAR MEETING - THURSDAY, NOVEMBER 7, 2013
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
6:30 P.M.

1. CALL TO ORDER

- 2. ROLL CALL** – Commissioners Kevin Boer, Greg Coladonato, Aila Malik, Lucas Ramirez, Nilda Santiago, Jamil Shaikh, and Chair Ken Rosenberg.

3. MINUTES APPROVAL

Minutes for the October 3, 2013 meeting have been delivered to Commissioners and a copy posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. ORAL COMMUNICATIONS FROM THE PUBLIC

This portion of the meeting is reserved for persons wishing to address the Commission on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Commission from acting on nonagenda items.

5. UNFINISHED BUSINESS

5.1 CIVILITY ROUNDTABLE PROGRAM PLANNING DISCUSSION

The Commission will discuss program planning details and determine a theme for the next Civility Roundtable program. American Leadership Forum and the Senior Center are holding March 5 and March 26, 2013 for this event.

Action may be taken on this item.

6. NEW BUSINESS

6.1 SILICON VALLEY AFRICAN FILM FESTIVAL PRESENTATION AND REQUEST FOR SPONSORSHIP

The Commission will hear a presentation from the Film Festival organizer and consider a request for sponsorship for the 2014 film season.

Action may be taken on this item.

6.2 HOPE'S CORNER PRESENTATION AND REQUEST FOR SUPPORT

The Commission will hear a presentation from Hope's Corner organizers and evaluate interest and levels for support.

Action may be taken on this item.

6.3 SANTA CLARA COUNTY REGIONAL HRC NETWORKING BREAKFAST

The Commission will consider hosting a regional networking breakfast for other Human Relations Commissions in the County.

Action may be taken on this item.

6.4 DAY OF CIVIC HACKING PRESENTATION

The Commission will hear and discuss a presentation by Commissioner Boer on the idea for civic hacking. The Commission may consider partnering with an organization or facilitating an event in Fiscal Year 2014-15.

Action may be taken on this item.

6.5 JANUARY REGULAR MEETING

The Regular Meeting for the Human Relations Commission (HRC) is on January 2, 2014. The Commission will consider cancelation of the January meeting and discuss scheduling a Special Meeting.

Action may be taken on this item.

7. COMMISSIONER OUTREACH EFFORTS, UPDATES, AND PLANNING

Commissioners will report on their outreach efforts.

8. COMMISSION/STAFF COMMENTS, QUESTIONS, COMMISSION REPORTS

No action will be taken on any questions raised by the Commission at this time.

Veterans Memorial location consideration will be on the Parks and Recreation Commission agenda for December 11, 2013.

9. ADJOURNMENT

KC/7/MGR
607-11-07-13A-E

AGENDAS FOR THE HUMAN RELATIONS COMMISSION

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Commission Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to Youth Resources Manager Kimberly Castro at (650) 903-6301, or e-mail at: *kim.castro@mountainview.gov*.
- Interested persons may review the agenda and staff reports at the Mountain View Library (585 Franklin Street) beginning the Friday evening before each regular meeting and at the City Manager's and City Clerk's Offices, 500 Castro Street, Third Floor, beginning the Monday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE – Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the City Manager's Office at (650) 903-6301 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Commission may take action on any matter noticed herein in any manner deemed appropriate by the Commission. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE**—Any writings or documents provided to a majority of the Human Relations Commission regarding any item on this agenda will be made available for public inspection in the City Manager's Office, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Commission on a nonagenda item may do so during the "Oral Communications" part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



CITY OF MOUNTAIN VIEW

HUMAN RELATIONS COMMISSION

MINUTES

REGULAR MEETING - THURSDAY, OCTOBER 3, 2013
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
6:30 P.M.

1. **CALL TO ORDER**

The meeting was called to order at 6:29 p.m. with Chair Rosenberg presiding.

2. **ROLL CALL**

Present: Commissioners Kevin Boer, Greg Coladonato, Lucas Ramirez, Nilda Santiago, Jamil Shaikh, and Chair Ken Rosenberg.

Absent: None.

3. **MINUTES APPROVAL**

Motion—M/S Ramirez/Shaikh—Carried 6-0—Minutes for the July 9, 2013 Regular Meeting were revised and approved.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**—None.

5. **UNFINISHED BUSINESS**

5.1 **DISCUSS AND POTENTIALLY ADOPT NEW HUMAN RELATIONS COMMISSION VALUES**

The Commission took action on the Human Relations Commissions (HRC) defined values at the regular July meeting. This item was revisited and new action was taken.

Motion—M/S Coladonato/Boer—Carried 5-0-1; Coladonato abstained—To change the HRC value of tolerance to the word “respect.”

SPEAKING FROM THE FLOOR REGARDING THIS ITEM:

- Donna Clarke

5.2 VETERANS MEMORIAL FOLLOW-UP DISCUSSION

The HRC discussed and listened to public input on the preferred Veterans Memorial features.

Motion – M/S Ramirez/Boer – Carried 6-0 – To develop a Veterans Memorial that collocate the existing veterans memorials in Mountain View at Eagle Park, and include a pedestal and plaque, flagpole, memorial bench(s), bricks or tiles that can be engraved, and military service emblems.

SPEAKING FROM THE FLOOR REGARDING THIS ITEM:

- Cindy Newman
- Ken Newman
- Karen Meredith
- Carolann Wunderlin

6. NEW BUSINESS

6.1 CIVILITY ROUNDTABLE PROGRAM PLANNING DISCUSSION

The Commission discussed planning details for the next civility roundtable to be held in March 2014.

SPEAKING FROM THE FLOOR REGARDING THIS ITEM:

- Bruce England

7. COMMISSIONER OUTREACH EFFORTS, UPDATES, AND PLANNING

The Commissioners reported on activities that they participated in.

8. COMMISSION/STAFF COMMENTS, QUESTIONS, COMMISSION REPORTS

The next Neighborhoods Committee meeting will be held on October 17, 2013.

The next HRC Regular Meeting will be held on November 7, 2013.

The Berlin Wall Dedication will be held on November 14, 2013.

9. **ADJOURNMENT**

The meeting was adjourned at 8:31 p.m.

Respectfully submitted,

Kimberly Castro
Youth Resources Manager

KC/5/MGR
607-10-03-13mn-E

Item 6.1

Human Relations Commission
c/o Kim Castro
City of Mountain View
500 Castro Street
Mountain View, CA 94039

PARTNERSHIP OPPORTUNITY - Silicon Valley African Film Festival (SVAFF):

I am writing to invite the City of Mountain View Human Relations Commission's partnership in our annual Silicon Valley African Film Festival (SVAFF) that is held on the second weekend of October every year. Our just concluded 4th edition held on October 11-13, 2013 at the Community School of Music and Arts (CSMA) was a stunning success and plans are already underway for SVAFF 2014 - the 5th anniversary of the festival.

Founded in 2010 and presented by Oriki Theater and Community School of Music and Arts (CSMA), the mission of the festival is to promote an understanding and appreciation of Africa and Africans through moving images. The festival has built a substantial following over the years as an annual destination film event in Mountain View and draws out of state and international guests to Mountain View. As the only film festival in Northern California that is exclusively focused on films made by African filmmakers, we have become a Mecca for thousands of immigrant Africans, diaspora Africans and friends of Africa in the region. We have also built an impressive African film library that features a rare collection of short and feature length narrative and documentary films on a vast array of subjects. Our school outreach program "Africa in the Classroom Film Series" provides Silicon Valley elementary, middle and high schools access to our library for curriculum related films.

The 2013 festival was a weekend showcase of 32 films by Africa's seasoned and emerging filmmakers from 16 countries. Festival highlights included: opening ceremony parade of flags featuring flags of the countries in the festival, African drumming and dance, film screenings, post-screening dialogue with filmmakers in attendance, theme parties, African marketplace, food, closing and awards ceremony. A special feature of the 2013 festival was a forum titled "African Women in Technology – a future of promise!" on Saturday, October 12, 2013. The forum presented in partnership with the African Diaspora Network and the Institute of International Education featured an illuminating conversation with Africa's next generation of women leaders in the fields of science, technology, engineering, and mathematics, visiting from 16 countries.

Our Request:

SVAFF has a proven track record of success and capacity to bring people of diverse backgrounds together to experience and share in the richness of our city. We invite the HRC to join us as a partner at any of the following levels:

- \$5000 - Title partner
- \$3500 - Producing partner
- \$2500 - Presenting partner
- \$1000 - Community partner

Partnership benefits (depending on level) include: listing in all festival publications, Logo placement on the red carpet backdrop, logo placement on festival website with a link to yours, information display table in the festival lobby, complimentary VIP tickets to the festival, verbal acknowledgement before film screenings, opportunity to speak at the opening and closing ceremonies, opportunity to present one of the awards at the awards ceremony, etc. Please note that we are able to customize partnership levels and benefits to fit your interest and budget. Value of in-kind donations such as providing a screening venue, volunteer hours, hosting a reception, etc., will count towards partner levels.

Benefits to the City of Mountain View:

- SVAFF gives Mountain View a strong international brand identity and positions it as a friendly, progressive place that is ready and open to interface with the global community.
- SVAFF attracts local and international visitors to Mountain View, stimulates the local economy, and encourages civic participation and pride among citizens of Mountain View.
- SVAFF is a cost-effective way to give Mountain View a memorable voice and enhance its regional, national and international brand appeal.
- SVAFF helps build strong and positive links between the City of Mountain View and other cities and institutions at home and abroad.

By attaching its name to the Silicon Valley African Film Festival, HRC will be making a statement of inclusivity and diversity. As the only international film festival in the city of Mountain View, we hope that you will consider this an event worthy of your support. I look forward to joining you at your November 7 meeting to shed more light on our request and answer any questions you may have.

Sincerely,

Chike C. Nwoffiah
Festival Director and Executive Director
Oriki Theater
2496 Wyandotte Street
Mountain View, CA 94043
650-968-1598
www.svaff.org

Some audience quotes:

“Congratulations and commendations on a wonderful event! It was fabulous! The movies that I saw were EXCELLENT!”

"The warmth and love was apparent as soon as you walked into the lobby"

“Wow! You took me all the way back to Africa! Thank you for the gift of this festival. It was such an emotional experience for me as an African immigrant in the United States. My heart is so filled with joy. I want to volunteer next year!”

“That was the most wonderful weekend I have spent in years. OMG! 2 days of back to back African films!”

“The Festival was WONDERFUL! The films were fantastic, and I loved the whole feel of the opening ceremony and the exciting buzz in the air. THIS IS BIG!”

“What a wonderful weekend! The professionalism, organization and passion of you and your extraordinary team of volunteers made it such a pleasant experience - thank you for bringing this to Silicon Valley.”

“The African Summit was inspirational; I met people from all over the world and felt connected in our love of Africa.”

"Loved it! The films were beautiful and my kids enjoyed the animation films and loved meeting the filmmaker from Ethiopia.”

"This was an enchanting journey across Africa; what a blessing to be here - thank you so much!"

"I am a world traveler and I have been to film festivals all over the world, but what I saw here this weekend in my own backyard was a class-act."

Hope's Corner

Hope's Corner is a family kitchen located in downtown Mountain View at Trinity Methodist Church, one block from City Hall.

For over 2 years we have served a Saturday morning hot breakfast and a bag lunch for up to 130 individuals at a cost of less than five dollars per person.

Our effort is totally supported by contributions and staffed by community volunteers.

Our clients are single adults and families with children. It is a heterogeneous group: some are homeless living on the ground or in their vehicles; some are housed but low income or on a fixed income. Some are working; some have lost their jobs. And some have medical problems or are disabled.

Our intent is not only to feed and comfort, but also to create a sense of community and to assist in referrals to social services or community assistance.

We are presenting to the Human Relations Commission to inform our community of our efforts and of the hunger and lack of affordable housing right here in the midst of the wealth of Silicon Valley. We wish to highlight that here in the second richest county in the United States we have the largest disparity in wealth and income. And we are hoping for community support in our effort to extend our program to three days a week.

Michael Fischetti MD


Mountain View Ca 94041