

Remembering the Leadership  
of Filipino Farmworkers  
in the 1965 Delano Grape Strike:  
A Memorial to their Dedication and Legacy

Presented by the Filipino Memorial Project

April 25, 2011

<b>Table of Contents</b>		<b>Page</b>
I.	Executive Summary_____	3
II.	The Organization_____	3
	A. Mission_____	4
	B. Core Values_____	4
	1. Civic Engagement_____	4
	2. Embrace Diversity_____	4
	3. Historical Preservation_____	4
	4. Youth Empowerment_____	4
	C. Organizational Structure_____	4
	1. Advisory Board_____	5
	2. Public Relations Committee_____	5
	3. Fundraising Committee_____	5
	4. Design Committee_____	5
	5. Education Committee_____	5
	D. Project Team_____	5
III.	Community Need_____	7
	A. Population and Demographics_____	8
	B. Filipino American History_____	8
	1. Migration to Santa Clara County_____	8
	2. Involvement in Labor Organizing_____	9
	3. Description of September 8th, 1965 Delano Grape Strike_____	9
	4. Connection to Cesar Chavez & the Farmworker Movement_____	9
	5. Key Filipino Figures in the Movement_____	10
	a. Larry Itliong_____	10
	b. Philip Vera Cruz_____	10
	c. Pete Velasco_____	10
	d. Andy Imutan_____	10
	e. Ben Gines_____	11
	f. Pete Manuel_____	11
IV.	The Plaque_____	11
V.	Conclusion_____	11
	Endnotes_____	12
	Bibliography_____	13

## **I. Executive Summary**

This proposal recommends for the Milpitas Public Art Committee to allow the Filipino Memorial Project (FMP) to install a mural at either the Milpitas Community Library (first preference), one of the thirty-one Milpitas Community Parks (second preference), or any other sites the Committee might recommend. The mural intends to commemorate Larry Itliong, Pete Velasco, Philip Vera Cruz, Andy Imutan, Ben Gines, Pete Manuel, the Agricultural Workers Organizing Committee (AWOC), and the 1500 predominantly Filipino farmworkers who walked off the fields of Delano on September 8, 1965.

Demanding better work conditions in the grape fields of California, Filipinos boldly forged an alliance with Cesar Chavez and the National Farm Workers Association (NFWA). Eventually coalescing into the United Farm Workers (UFW), Filipinos and Mexicans succeeded in a higher wage increase and won the right to collective bargaining through the passage of the California Agricultural Labor Relations Act.

Despite their catalytic initiation of the Delano Grape Strike, Larry Itliong, Philip Vera Cruz, Pete Velasco, Pete Manuel, Ben Gines and Andy Imutan are rarely noted for their integral involvement in American labor organizing history. Along with Cesar Chavez and Dolores Huerta, these six men inspired the formation of the United Farm Workers. As the City of Milpitas continues to serve its diversified resident population, we ask the Public Art Committee to assist us in increasing the public profile of this historical event. Weaving in this forgotten history will only strengthen the historical and social connections across our diverse communities.

In this proposal, we will first describe our organization, our mission, core values, organizational structure and project team. Second, we will provide a synopsis of the Filipino American community in Milpitas, as well as an overview of the history of Filipino Americans in Santa Clara County and their role in the farmworker movement of the 1960s. Lastly, we will describe our financial plan to fund the project through private donations so that it is not a financial burden on the City.

## **II. The Organization**

The Filipino Memorial Project is an organization founded at San Jose State University (SJSU) that began as a collaboration between Dr. Estella Habal, a Filipino American professor of Interdisciplinary Social Science; and Akbayan, a Filipino American collegiate organization.

The idea for the Project stemmed from Dr. Habal's Filipino American Experience Class in the spring of 2008, wherein Filipino students (many of whom were Akbayan members) realized the lack of public awareness about the contributions of Filipinos to the Farmworker movement. The Project garnered support from student leaders and faculty across SJSU, De Anza College, and UC Santa Cruz; working professionals of

corporations and non-profit organizations; as well as community members at large.

From a fledgling group of a few individuals, we have grown into an organization of 50 members. We are now a Project led primarily by Filipino American community members throughout Silicon Valley, fiscally sponsored by the non-profit Manilatown Heritage Foundation (based in San Francisco, California).

## **A. Mission**

As a local collective of professors, historians, students, and community members, we seek to educate the public about the contributions Filipinos have made in California and the United States at large. We are dedicated to establishing historical, cultural and artistic representations of Filipino history in Santa Clara County.

## **B. Core Values:**

Our core values drive our spirit of volunteerism in sharing the rich history of Filipino Americans in the form of visual representations throughout Santa Clara County.

**1. Civic Engagement** - FMP recognizes the need for Filipino American representation and participation in Santa Clara County. Together, we strive to work collaboratively with individuals within our organization and other communities to foster strong service relationships, cultural awareness, political participation and advocacy.

**2. Embrace Diversity** - FMP seeks to reinforce cultural awareness of the multiple communities and heritages that make up Santa Clara County. Through the installation of visual representations, we aim to provide education and generate meaningful dialogue with the larger community.

**3. Historical Preservation** - FMP is dedicated to increasing public awareness through the installation of a continuum of Filipino American historical markers that will transform and rejuvenate Santa Clara County.

**4. Youth Empowerment** - FMP is particularly concerned with cultivating and maintaining historical knowledge and social consciousness among Filipino American youth. The hope is to help build varied references of ethnic identity, a grounded sense of belonging, and self-empowerment for the youth, for generations to come.

## **C. Organizational Structure**

FMP gathers monthly to discuss the progress of our projects. With the guidance of an Advisory Board, we are organized into 4 working committees: Public Relations,

Fundraising, Design and Education. Key volunteers lead each committee.

**1. Advisory Board** – Made up of seasoned veterans in the field of civic engagement, who have dedicated decades of their lives to the betterment and advancement of their community members.

**2. Public Relations** – Increases the visibility of our projects to key stakeholders such as local government offices, Filipino American organizations, and faith-based groups.

**3. Fundraising Committee** – Gathers financial support through three main ventures: fundraising event programming/coordination, donation request letter writing and grant writing. Additionally, the Fundraising Committee also prepares timelines and financial feasibility plans for each envisioned project.

**4. Design Committee** – Composed of (1) a lead researcher, (2) artistic coordinator, and (3) selected local artists. The lead researcher investigates the cost and selection of art supplies, construction materials, space usage, etc. The lead researcher identifies a key local artist who can conceptualize and draft designs for each project and/or serve as the artistic coordinator. The artistic coordinator brings together a handful of local artists to draw out the finer details of the visual piece and guide the fabrication of the project to its final construction.

**5. Education Committee** – Conducts archival and textual research, develops curriculum and culturally-relevant pedagogy for the Filipino American community and beyond and builds working partnerships with student and collegiate organizations (high school and university).

#### **D. Project Team**

Our project team is made up of advisory board members and key volunteers with defined roles and responsibilities.

**Dr. Estella Habal, Advisory Board** – Dr. Habal is an Assistant Professor of Interdisciplinary Social Science at San Jose State University. She teaches courses such as: Asian American Studies, Filipino Experience, Multicultural Perspectives in the U.S. and Asian American Women. She is a former board member of the Manilatown Heritage Foundation, and the writer of *San Francisco's International Hotel: Mobilizing the Filipino American Community in the Anti-Eviction Movement* (2008).

**Dr. Jovina Navarro, Advisory Board** - Dr. Navarro is an academic counselor at San Jose State University. She also serves as the advisor of SJSU's Filipino collegiate organization, Akbayan.

**Steve Arevalo, Advisory Board and Public Relations Committee** - Steve Arevalo's family was one of the first Filipino immigrant families to settle in Santa Clara County as

far back as the early 1920s. In 1992, Steve helped found the San Jose non-profit organization, Filipino Youth Coalition (FYC), which provides positive youth activities, choices and alternatives through education, culture, leadership, and community development.

**Fred Hirsch, Advisory Board** - Fred Hirsch is a retired plumber, an Executive Board Member of Plumbers and Fitters Local 393, a Delegate to the South Bay AFL-CIO Labor Council (SBLC) and the Santa Clara and San Benito Counties' Building and Construction Trades Councils. Arriving in San Jose in 1959, he made contact with Ernesto Galarza and became active in the movement to end the "Bracero Program." During 1967 and 1968 Fred and his family worked in Delano, CA with the United Farm Workers, led by Cesar Chavez and Larry Itliong. He still carries his UFW regular member card and currently represents the SBLC in groups working to reform immigration to a system that reflects the values of justice, family unification, and equal rights for all in the workplace and the community.

**Jennifer E. Ereno, Advisory Board and Design Committee** – Jennifer Ereno has been an attorney in private practice since 1985 with an emphasis on family and employment law. She has worked with West Bay Pilipino Multi-Services in San Francisco during the early 1980s and since then has been involved in various community organizations to develop and provide services for Filipino-American youth and Asian communities.

**Julie Paguel Brett, Advisory Board and Design Committee** - Julie Paguel Brett has been an Entrepreneur and Small Business Owner of 25 years: a Licensed Building Contractor, and retired Federal Contractor (8a) Certified, minority woman-owned small business (U.S. and Iraq), and Consultant for small business start-ups. In the early 1970s, Julie was actively involved in Filipino-related community projects throughout the SF Bay Area, which included: helping to start up the Filipino Youth Association, Peninsula for community and cultural involvement; serving as an education advocate for recent immigrants; and being instrumental in incorporating an Asian Division under the Multi-Cultural Center, as well as the first credited Asian Studies curriculum and staffing at Foothill College, Los Altos.

**Vivian Bejarin, Design and Fundraising Committees** - Vivian Bejarin is a Part-time English Composition Instructor at De Anza College. She teaches developmental English, and college-level English writing courses.

**Angelica Cortez, Public Relations Committee** - Angelica Cortez graduated from San Jose State University last May with a degree in Political Science. She currently works as a Public Policy Analyst for the Silicon Valley Council of Nonprofits and continues to remain engaged with the local Filipino community. Angelica also serves on the Board of Directors for the Pilipino American Heritage Corporation.

**Sherwin Mendoza, Education Committee** – Sherwin Mendoza is a PhD candidate at the University of California, Santa Cruz in the Department of Literature. He also teaches Asian American Literature as a part-time Instructor in the Department of Intercultural Studies at De Anza College.

**Melissa Nievera-Lozano, Education Committee** - Melissa Nievera-Lozano is a PhD student at the University of California, Santa Cruz in the Department of Education. Her research explores the intersections of race, class, gender and sexuality as related to identity formation and structural inequities in American schools. She volunteers time with Filipino American youth at Overfelt High School in a service-learning program using critical ethnic studies curriculum.

**Tarhata Rosal, Education Committee** – Tarhata Rosal is a Registered Nurse in Pediatric Oncology, Hematology, & Stem Cell Transplant at Stanford Hospital. She shares her time as an On-Site Educator at Bay Area High Schools and Universities in Filipino history, Tagalog, and Woman's Rights.

**Olivia Gail Sawi, Education Committee** - Olivia Gail Sawi is a graduate student of History at San Jose State University. She is studying twentieth century United States history, focusing on Labor History and Filipino American History. Olivia also works as a Researcher and Assistant Public Historian for Archives and Architecture, a historic preservation firm in San Jose.

**Noemi Teppang, Education Committee** - Noemi Teppang graduated from San Jose State University majoring in Social Sciences and a minor in Asian American Studies. Currently, she works two economic jobs under the AANAPISI Grant at De Anza College and the Mental Health Department of Santa Clara County conducting outreach to Filipino families. Her passion lies in community work and organizing the youth in San Jose. She has recently joined efforts in founding an Anakbayan Silicon Valley chapter to address the issues of Filipino youth in San Jose and tying them to the struggles in the Philippines.

**Danreb Reyes Victorio, Public Relations Committee** - Danreb Reyes Victorio is an SJSU student majoring in Public Relations and minoring in Asian American Studies. He is currently the President of the Akbayan Pilipino-American Organization at SJSU. He was a student leader for the Mabuhay Cultural Club at Independence High School and an involved core member for the Filipino Youth Coalition, a non-profit dedicated to gang-prevention and cultural education for Filipino-American youth.

### **III. Community Need**

Installing a mural, such as the one we are proposing, will create a stronger sense of inclusiveness, allow for more civic engagement among Filipino Americans, foster greater cooperation between communities, and spread public awareness citywide. The following two sections detail current day demographical statistics and historical research that further this proposed community need.

#### **A. Population and Demographics**

Milpitas holds one of the densest Filipino American populations in the United States. Local Filipino-owned businesses such as restaurants, bakeries, grocery stores, salons,

dental and medical offices, accounting services, real estate, notaries, retail stores, remittance and travel agencies and cargo shipping cater to a growing Filipino American population that comprise 15% or over 10,000 people out of a total of approximately 70,000 residents. The County of Santa Clara, in fact, holds the largest Filipino American population in Northern California at 85,000.

## **B. Filipino American History**

Filipinos have been part of the American consciousness for more than 100 years, as early as the Spanish American War of 1898. After the Immigration Act of 1924, Filipinos were recruited to fill agricultural and service labor queues.

### **1. Migration to Santa Clara County**

California's lush agricultural fields drew Filipino laborers in droves. They traveled through the state's major farming regions as "stoop labor" throughout the 20th century. From the 1920s to the 1960s, Filipinos picked lettuce in the Salinas Valley, grapes in the San Joaquin Valley, and asparagus in the Delta Region near Stockton. They followed crops throughout the seasons while finding work and living quarters in the Santa Clara Valley.

Santa Clara Valley has a particularly unique history of Filipino American livelihood and growth. As early as the 1920s, a vital site of employment for Filipinos resided in the area known as present-day Japantown in San Jose.<sup>1</sup> Working relationships and friendships were built among many Filipinos and Japanese farm owners. In fact, some Filipinos kindly helped maintain the operations of farms owned by Japanese families who were forced into internment camps during World War II.<sup>2</sup> Filipinos were a year-round labor force, picking strawberries, peaches, apricots, pears, prunes, and other crops throughout the orchards of San Jose.<sup>3</sup> They oversaw the irrigation systems as long-term agricultural maintenance crews. To supplement their own diets along with their native foods, they even planted native Filipino vegetables in the city park. When there were no crops to be harvested, the Santa Clara Valley served as a wintering center for these migrant workers.<sup>4</sup>

Away from the fields, Filipinos attended San Jose State College and nearby Santa Clara University to study a range of subjects such as education and biology. Others worked as houseboys, or in country clubs and even hospitals.<sup>5</sup> The city saw its first Filipino restaurant open in 1930, with nearby dance halls and pool halls serving as lively sites of recreation.<sup>6</sup> Other forms of social activity and support were found in fraternal Filipino orders such as the Lapog Sons of San Jose, Caballeros de Dimas-Alang, and the M.H. Del Pilar Lodge No. 24 of San Jose.<sup>10</sup> Thus, the city was more than just a corridor through which Filipino farmworkers migrated, chasing crops as the seasons changed. The Santa Clara Valley proved to be a place many Filipinos called home from the first half of the 20th century to the next.

## **2. Involvement in labor organizing**

Filipino American labor union organizing has a long, tough-spirited history. The first Filipino Labor Union was established in Hawaii in 1919. With its first strike in 1920, the organizers set for another strike in 1924, spreading to twenty-three Hawaiian plantations and lasting for eight months.<sup>7</sup> In 1930, Filipino farmworkers organized the Agricultural Workers League, pushing for unionization to combat the low bargaining position they held with growers.<sup>8</sup> During the 1930s, subsequently, the Filipino Labor Union gained greater strength for California farmworkers, continuing the goals of the Union: a minimum wage of 35 cents per hour, an eight hour day, employment without discrimination on account of race, recognition of the Union as a bargaining agent, hiring through the Union shop, and abolition of labor contractors.<sup>9</sup> Through the 1940s, Filipinos in the Imperial Valley lettuce fields staged a strike, the Filipino Agricultural Workers Association (FAWA) of San Joaquin and Sacramento Valley was formed, and the Filipino Agricultural Laborers Association (FALA) became the most successful ethnic union. They were able to win asparagus and tomato strikes, secure wage increases, and improve working conditions.

## **3. Description of September 8th, 1965 Delano Grape Strike**

This date commemorates the momentous event known as the Delano Grape Strike when 1500 farmworkers, comprised of Filipinos and other Asian groups, consciously chose to walk off the grape fields in Delano, California to fight for fair wages and benefits. At the time Filipino workers were paid thirty cents less than Mexican farmworkers. The Filipino-based union, known as the Agricultural Workers Organization Committee (AWOC), was led by Larry Itliong. Itliong was the progressive force that proposed an alliance with the National Farmworkers Association (NFWA), led by Mexican farmworker organizers, Cesar Chavez and Dolores Huerta. The unification of these two labor organizations strengthened their struggle for equal compensation. The strike expanded into a national boycott, establishing a concrete foundation for union labor organizing.

Because of their aggressive efforts, Filipinos won the fight for increased wages, better working conditions, medical benefits, and the establishment of Pablo-Argbayani Village (a retirement community for Delano farmworkers and named due to the death of a Filipino grape striker).

## **4. Connection to Cesar Chavez and the Farmworker Movement**

Cesar Chavez is a prominent figure in California's agricultural history. However, the missing piece of his legacy is that of the strong leadership and participation of Filipino American farmworkers in the struggle for their collective rights as laborers. In 1959, the AFL-CIO formed the Agricultural Workers Organizing Committee (AWOC) made up predominantly of Filipino farmworkers; AWOC members chose labor organizer Larry Itliong as their leader. In the Summer of 1965, AWOC and Larry Itliong led hundreds of Filipino and Mexican grape pickers as they walked off the fields in the Coachella Valley, demanding fair wages. The movement spread, culminating on September 8, 1965, when Larry Itliong and AWOC initiated the Delano Grape Strike by walking off the fields. In

the name of labor rights and human dignity, they refused to work, demanded \$1.40 an hour and 25 cents per each box of grapes picked. It was then that AWOC asked Cesar Chavez and his fellow Mexican farmworkers of the National Farm Workers Association (NFWA) to join their fight. With the encouragement of his fellow members in NFWA, Dolores Huerta and his wife Helen, Cesar Chavez agreed to merge with AWOC and strengthen their collective voice. Under the leadership of Larry Itliong and Cesar Chavez, both Filipino and Mexican farmworker groups formed the highly recognized United Farm Workers (UFW).<sup>10</sup>

## 5. Key Historical Figures

The following highlights key Filipino American Figures in this significant labor organizing movement.

**a. Larry Dulay Itliong** (February 8, 1977 to October 13, 1913) Was born in the Philippines and migrated to the United states in 1929. He became involved in union organizing both in California, Washington and Alaska, and he founded the Filipino Farm Labor Union in California. Later in 1967, he established AWOC, focusing on recruiting other farmworkers to be involved in the cause. The pivotal goals of AWOC were to end discrimination, gain union recognition, and push for higher wages and improved working conditions.

**b. Philip Vera Cruz** (December 25, 1904 - June 12, 1994) He migrated to the United States in 1926, worked various odd jobs, and settled in California as a farmworker. He joined AWOC in the 1950s; he became involved in the Delano Grape Strike, which lead to his leadership role as UFW vice president.

**c. Pete Velasco** (died December 1, 1995) He migrated from the Philippines to the US in 1931 and was one of the instrumental leaders who helped to organize the 1500 grape pickers in the Delano Grape Strike. He is well-known in the union labor community for his leadership as an outreach coordinator for AWOC and later as secretary-treasurer for the UFW, which he held for more than a decade after the 1965 strike.

**d. Andy Imutan** (died February 2, 2011) was one of the 1500 grape pickers who walked off grape fields of Coachella Valley. Actively involved in AWOC, he collaborated with fellow organizer Larry Itliong, and spurred talks of a united front with the leader of NFWA, Cesar Chavez, to picket against the Delano grape growers. Imutan organized with the UFW and held a position as Vice-President. He is the last of the legendary Delano Manongs to pass; his memorial service took place in Los Angeles on April 3, 2011. The day was designated “Delano Manongs Day,” according to the LA Times.

**e. Ben Gines** was an organizer in AWOC. Along with Larry Itliong, he was one of the original leaders of the strike on September 8, 1965. He ended up leaving after the UFW was formed.

f. **Pete Manuel** was also one of the original strikers on September 8, 1965.

#### **IV. The Mural**

As mentioned, the mural will commemorate the Grape Strike of September 8, 1965 and will highlight 4 heroes: Larry Itliong, Pete Velasco, Philip Vera Cruz, Andy Imutan, Pete Manuel, Ben Gines and the 1500 strikers.

The project will not be a financial burden on the City of Milpitas as the Filipino Memorial Project will finance the design, construction and installation of the plaque in hopes to have it presentable by Filipino American month in October, 2012. The total price is estimated at \$3500.

#### **V. Conclusion**

We, as a collective of scholars, historians, students, and community members look forward to receiving positive feedback about the possibilities of bringing this project to fruition. Given the current day population statistics of Filipino Americans in the City of Milpitas, the recorded histories of the Filipino farmworkers, connected to the Cesar Chavez's legacy of labor organizing and American history, and assembling of constituents towards this grassroots effort, it is an opportune time to install a self-funded \$3500 plaque commemorating Filipino farmworkers.

---

#### **Endnotes**

<sup>1</sup> Carey & Co. Inc., "San Jose Japantown Historic Context Statement and Reconnaissance Survey," Historic Context and Intensive Survey (San Jose, 2006).

<sup>2</sup> Japanese American National Museum, "REGenerations Oral History Project: Rebuilding Japanese American Families, Communities, and Civil Rights in the

---

Resettlement Era: San Jose Region: Volume 4," *calisphere*, 2007, <http://content.cdlib.org/view?query=filipino&docId=ft600006bb&chunk.id=0&toc.depth=1&toc.id=0&brand=calisphere&x=0&y=0> (accessed March 15, 2010); San Jose Mercury News, "Girl Organizing Workers to Operate Evacuated Farms," *San Jose Mercury News*, April 1, 1942: 1; Edward N. Torbert, "The Specialized Commercial Agriculture of Northern Santa Clara Valley," *Geographical Review* (American Geographical Society) 26, no. 2 (April 1936): 247-263.

<sup>3</sup> Lorraine Jacobs Crouchett, *Filipinos in California: From the Days of the Galleons to the Present* (El Cerrito, CA: Downe Place Publishing House, Inc., 1982), 34-40; Japanese American National Museum, "REGenerations Oral History Project: Rebuilding Japanese American Families, Communities, and Civil Rights in the Resettlement Era: San Jose Region: Volume 4," *calisphere*, 2007, <http://content.cdlib.org/view?query=filipino&docId=ft600006bb&chunk.id=0&toc.depth=1&toc.id=0&brand=calisphere&x=0&y=0> (accessed March 15, 2010); H. Brett Melendy, "Filipinos in the United States," *The Pacific Historical Review* (University of California Press) 43, no. 4 (November 1974): 520-547; San Jose Mercury News, "Valley Filipino Labor Dropped Under Threats," *San Jose Mercury News*, August 14, 1930: 1; Santa Clara Valley Filipino American Historical Society, "The Frances Trimillos Interview," *Lost Generation: Filipino Journal* 1, no. 1 (1991): 47-51; Jess Tabasa, interview by Olivia Gail Sawi, , *History of the Tabasa Family, Watsonville, and the Riots*, (March 31, 2010); Ronald Takaki, *Strangers From a Different Shore: A History of Asian Americans* (New York: Back Bay Books, 1998); Edward N. Torbert, "The Specialized Commercial Agriculture of Northern Santa Clara Valley," *Geographical Review* (American Geographical Society) 26, no. 2 (April 1936): 247-263; Dr. Roberto V. Vallangca, *Pinoy: The First Wave* (San Francisco, CA: Strawberry Hill Press, 1977).

<sup>4</sup> Alex Fabros, interview by Steve Arevalo, Estella Habal, Olivia Sawi and Jovina Navarro, , *Filipino History* , (April 12, 2010).

<sup>5</sup> Santa Clara Valley Filipino American Historical Society, "The Frances Trimillos Interview," *Lost Generation: Filipino Journal* 1, no. 1 (1991): 47-51; Dr. Roberto V. Vallangca, *Pinoy: The First Wave* (San Francisco, CA: Strawberry Hill Press, 1977).

<sup>6</sup> San Jose Mercury News, "First Filipino Restaurant Opens In San Jose," *San Jose Mercury News*, December 31, 1930: 4; San Jose Mercury News, "Valley Filipino Labor Dropped Under Threats," *San Jose Mercury News*, August 14, 1930: 1; Dr. Roberto V. Vallangca, *Pinoy: The First Wave* (San Francisco, CA: Strawberry Hill Press, 1977).

<sup>7</sup> Howard A. DeWitt, *Violence in the Fields: California Filipino Farm Labor Unionization During the Great Depression* (Saratoga: Century Twenty One Publishing, 1980), 79.

---

<sup>8</sup> Lorraine Jacobs Crouchett, *Filipinos in California: From The Days of the Galleons to the Present* (El Cerrito, California: Downey Place Publishing House, Inc., 1982), 40.

<sup>9</sup> *Ibid.*, 41.

<sup>10</sup> DOLE Migration Information Resource, "The OFW's Unsung Hero," *DOLE Migration Information Resource*, April 6, 2006, [http://www.ilsdole.gov.ph/mirc/mig\\_hero.htm](http://www.ilsdole.gov.ph/mirc/mig_hero.htm) (accessed April 12, 2010).

## **Bibliography**

Carey & Co. Inc. "San Jose Japantown Historic Context Statement and Reconnaissance Survey." Historic Context and Intensive Survey, San Jose, 2006.

Crouchett, Lorraine Jacobs. *Filipinos in California: From the Days of the Galleons ot the Present*. El Cerrito, CA: Downe Place Publishing House, Inc., 1982.

DeWitt, Howard A. *Violence in the Fields: California Filipino Farm Labor Unionization During the Great Depression*. Saratoga: Century Twenty One Publishing, 1980.

DOLE Migration Information Resource. "The OFW's Unsung Hero." *DOLE Migration Information Resource*. April 6, 2006. [http://www.ilsdole.gov.ph/mirc/mig\\_hero.htm](http://www.ilsdole.gov.ph/mirc/mig_hero.htm) (accessed April 12, 2010).

Fabros Jr, Alex S., and Daniel P. Gonzales. "Filipinos - Forgotten Heroes of the UFW ." *New America Media*. January 30, 2006. [http://news.newamericamedia.org/news/view\\_article.html?article\\_id=1ed76b98798ba01935a6998f3efcd0b4](http://news.newamericamedia.org/news/view_article.html?article_id=1ed76b98798ba01935a6998f3efcd0b4) (accessed March 15, 2010).

Fabros, Alex, interview by Steve Arevalo, Estella Habal, Jovina Navarro and Olivia Sawi. *Filipino History* (April 12, 2010).

Farmworker Movement Documentation Project. *Farmworker Movement Documentation Project: The Farmworker Movement: 1962-1993*. 2004-2009. <http://www.farmworkermovement.us/> (accessed March 15, 2010).

Gordon, John C. "Group Photo of Lapog Sons of San Jose, circa 1930." *Silicon Valley History Online*. circa 1930. [http://content.scu.edu/cdm4/item\\_viewer.php?CISOROOT=/svhocdm&CISOPTR=168&CISOBX=1&REC=2](http://content.scu.edu/cdm4/item_viewer.php?CISOROOT=/svhocdm&CISOPTR=168&CISOBX=1&REC=2) (accessed March 10, 2010).  
—. "Group photo of the Caballeros de Dimas-Alang gathering [ca. 1940]." *calisphere*. [ca. 1940].

---

<http://content.cdlib.org/ark:/13030/kt2k4017hz/?layout=metadata&brand=calisphere>  
(accessed March 15, 2010).

Imutan, Andy. "What Happened When Mexicans and Filipinos Joined Together." *United Farm Workers*. Sept. 2005. Web. 30 Mar. 2011.  
<[http://www.ufw.org/\\_page.php?menu=research&inc=history/04.html](http://www.ufw.org/_page.php?menu=research&inc=history/04.html)>.

Majka, Linda C. "Labor Militancy Among Farm Workers and the Strategy of Protest: 1900-1979." *Social Problems* 28, no. 5 (June 1981): 533-547.

Meister, Dick. *Larry Itliong*. Eulogy, Sacramento: Farmworker Movement Documentation Project, 1977.

Melendy, H. Brett. "Filipinos in the United States." *The Pacific Historical Review* (University of California Press) 43, no. 4 (November 1974): 520-547.

San Jose Mercury News. "Filipino Lodge Will Fete Tenth Anniversary Here." *San Jose Mercury News*, July 27, 1937: 1.  
—. "First Filipino Restaurant Opens In San Jose." *San Jose Mercury News*, December 31, 1930: 4.  
—. "Girl Organizing Workers to Operate Evacuated Farms." *San Jose Mercury News*, April 1, 1942: 1.  
—. "Local Filipino Masonic Lodge Has Magazine." *San Jose Mercury News*, December 22, 1944: 1.  
—. "San Jose State College Filipino Club is Guest of Rotary." *San Jose Mercury News*, May 8, 1939: 1.  
—. "Valley Filipino Labor Dropped Under Threats." *San Jose Mercury News*, August 14, 1930: 1.

Santa Clara Valley Filipino American Historical Society. "The Frances Trimillos Interview." *Lost Generation: Filipino Journal* 1, no. 1 (1991): 47-51.

Tabasa, Jess, interview by Olivia Gail Sawi. *History of the Tabasa Family, Watsonville, and the Riots* (March 31, 2010).

Takaki, Ronald. *Strangers From a Different Shore: A History of Asian Americans*. New York: Back Bay Books, 1998.

Torbert, Edward N. "The Specialized Commercial Agriculture of Northern Santa Clara Valley." *Geographical Review* (American Geographical Society) 26, no. 2 (April 1936): 247-263.

Vallangca, Dr. Roberto V. *Pinoy: The First Wave*. San Francisco, CA: Strawberry Hill Press, 1977.

---

Valledor, Sid Amores. *The Original Writings of Philip Vera Cruz*. Indianapolis, IN: Dog Ear Publishing, 2006.



AWOL  
AFL-CIO  
PICKET

AWOL  
AFL-CIO  
PICKET

AWOL  
AFL-CIO  
PICKET

Kendy Lee





CURLEE ©



01/26/12

JPA-\*4

**JOINT POWERS AUTHORITY  
BOARD TRANSMITTAL**

**DATE:** January 26, 2012  
**TO:** Joint Powers Authority Board  
**FROM:** Melinda Cervantes, County Librarian *MC Cervantes*  
**SUBJECT: ACCEPT DONATED ARTWORK THAT EXCEEDS \$5,000.00 IN VALUE  
FROM THE FILIPINO MEMORIAL PROJECT**

**RECOMMENDED ACTION**

It is recommended that the JPA accept donated art works from The Filipino Memorial Project for the Milpitas Library.

**BACKGROUND AND REASONS FOR RECOMMENDATION**

The Gift Policy adopted by the Joint Powers Authority Board requires JPA Board action to accept any donated art work that exceeds \$5,000.00 in value.

The Filipino Memorial Project (FMP) is a local collective of professors, historians, students, and community members, which seeks to educate the public about the contributions Filipinos have made in California and the United States at large. They are dedicated to establishing historical, cultural and artistic representations of Filipino history in Santa Clara County. FMP has proposed to donate a mural for the Milpitas Library to commemorate Larry Itliong, Pete Velasco, Philip Vera Cruz, Andy Imutan, Ben Gines, Pete Manuel, the Agricultural Workers Organizing Committee, and the 1500 predominantly Filipino farmworkers who walked off the fields of Delano on September 8, 1965. Demanding better work conditions in the grape fields of California, Filipinos boldly forged an alliance with Cesar Chavez and the National Farm Workers Association (NFWA). Eventually coalescing into the United Farm Workers (UFW), Filipinos and Mexicans succeeded in a higher wage increase and won the right to collective bargaining through the passage of the California Agricultural Labor Relations Act.

Additional details about the project are attached.

**STEPS FOLLOWING APPROVAL**

A letter of appreciation and acknowledgement will be prepared for the Chair's signature.

## **Art Donation Proposal Form, Santa Clara County Library District**

*All proposed gifts of art to the Santa Clara County Library District require the submission of this form. Gifts of art valued at \$5000 or above must be approved by the JPA Board in accordance with the Santa Clara County Library JPA Gift Policy. Gifts of art valued at less than \$5000 require approval by Library Administration.*

*Please submit your completed form to the Community Librarian at the Library where the donated art is proposed to be displayed.*

**Your Name:** Melissa-Ann Nievera-Lozano  
**Organization:** Filipino Memorial Project  
**Telephone number:** (619) 254-0239

What is the background and history of the proposed donation? Why was the Library identified as a potential recipient?

Background and history of the proposed donation can be found on our attached business proposal. The Library was identified as a potential recipient given its access to and relationship with patrons (youth, students, families, immigrants, workers, etc.), providing an optimal site in which continual learning and dialogue around/about the mural can take place.

Please describe the proposed art work (include size, medium, physical description, materials to be used, preliminary design or photographs, artist biography).

*Note: Murals should typically be painted on canvas or other materials that can be moved, not applied directly to Library walls.*

15 x 20 ft , acrylic paint on canvas will be hung on the wall. Preliminary sketches are drawn by Kenneth Lee, using historical research and data gathered by FMP. Kenneth Lee is currently a Visual Designer/Graphic Designer at mobile startup company SoundHound Inc. A graduate of SJSU, he collaborated with a creative team to install a temporary mural on the 5<sup>th</sup> floor of the Martin Luther King Library at SJSU, depicting prominent figures across Philippine and Filipino American history.

Did you seek input from any community members/organizations in developing your proposal? If so, who did you consult?

### **Arts Commission and the Library Advisory Commission**

How does the donation of this artwork support the mission, values, and/or strategic plan of the Library?

Cultural enrichment has been the cornerstone of Santa Clara County Libraries. With Milpitas being a suburban city neighboring San Jose and the Silicon Valley, library patrons of various backgrounds would not only enjoy FMP's mural depicting Filipino Farm Workers, but also gain knowledge of an often overlooked history, stimulated through visual arts. Furthermore, 15% of the population of Milpitas is Filipino and our goal is to help this community feel connected to the larger community. These ideas are tied directly to the Library's mission in the following ways: "The library is committed to a

positive patron experience. The library ensures equal and open access to one relevant, diverse, and substantial collection for the entire community. The library fosters life-long learning, promotes cultural enrichment, and supports education."

Where in the Library do you propose the artwork should initially be installed?

*Note: Once a donation is accepted, the Library makes no guarantee that it will be displayed permanently or that it will be displayed in the space proposed..*

2<sup>nd</sup> Floor - Blank, open wall of the Teen Homework Center

What is the value of the proposed donation?

\$5,000.00

Are there any additional costs for maintenance, special care, installation, lighting, or any other associated needs? If so, how would they be paid? Who would be responsible for these costs in the future if the artwork degrades or is damaged?

All costs for maintenance will be the responsibility of FMP. FMP will raise the funds and secure individual donations to keep the mural restored. Should FMP become unable to secure such funds, the mural will be turned over to the Library, who will then determine its worth and use accordingly.

Is there anything else that Library staff or the Library JPA Board should know about the proposed donation?

The project and construction of the mural is a product of community efforts to share and exchange knowledge with the larger public. None of the members of FMP seek payment or revenue. Costs go directly to supplies and artist commission.

# SANTA CLARA COUNTY LIBRARY

14600 WINCHESTER BOULEVARD • LOS GATOS CA 95032 • 408.293.2326 • 408.364.0161 FAX  
ADMINISTRATION



JPA-\*1  
03/01/12

## JOINT POWERS AUTHORITY BOARD MINUTES

Thursday, January 26, 2012

Library Administration Conference Room

In accordance with the Ralph M. Brown Open Meeting Act; this agenda was posted at the meeting site located at Santa Clara County Library, 14600 Winchester Blvd., Los Gatos, CA 95032 on January 20, 2012.

### Members Present:

Mike Wasserman, Supervisor, Dist. 1  
Liz Kniss, Supervisor, Dist. 5 (1:45p)  
Jason Baker, Campbell  
Gilbert Wong, Cupertino  
Dion Bracco, Gilroy

Jean Mordo, Los Altos Hills  
Val Carpenter, Los Altos  
Debbie Giordano, Milpitas  
Lana Malloy, Monte Sereno  
Steve Tate, Morgan Hill

### Members Absent:

~~Emily Lo, Saratoga~~  
APPROVED ACCEPTED PENDING  
DENIED PRESENTED MODIFIED

BY THE SANTA CLARA COUNTY LIBRARY  
DISTRICT JOINT POWERS AUTHORITY

BY: Cynthia Rios Garcia

Gay Strand, Administrative Services Manager  
Melissa Kinyalocis, Deputy County Counsel  
Cynthia Rios Garcia, Secretary

### Staff Present:

Melinda Cervantes, County Librarian  
Nancy Howe, Deputy County Librarian  
Derek Wolfram, Deputy County Librarian

### CALL TO ORDER/ROLL CALL

Chair Bracco called the meeting to order at 1:30p.m., with a quorum present. There were no deletions, deferrals or corrections to the agenda.

Election of Officers for 2012: Approve recommendation of nominees by the Nominating Committee. Board Member Wasserman presented the following nominee slate:

**Chairperson:** Lana Malloy and **Vice Chair:** Gilbert Wong

**Motion to appoint Lana Malloy as Chair and Gilbert Wong as Vice Chair was moved by (Giordano) and seconded by (Wasserman). The motion was approved unanimously.**

Outgoing Chair Dion Bracco passed the gavel to incoming Chair Lana Malloy.

### ORAL COMMUNICATION

Received public comment from Doug Muirhead, Morgan Hill resident, voicing his concern that there is no information such as the agendas or minutes available on the website regarding the Finance Committee. He is interested in the membership requirements.

### CONSENT CALENDAR

- \*1. Approve Minutes from October 27, 2011 JPA Board Meeting
- \*2. Accept the Santa Clara County Library semi-annual gift reports:
  - a. FY2011 – 1/1/11-6/30/11
  - b. FY2012 – 7/1/11-12/31/11

### ACTION

- \*3. **Accept the following cash gifts:**
  - a. Cash donation of \$2,128.69 to SCC Library for library material acquisitions
  - b. Cash donation of \$5,000 to the Milpitas Library for library material acquisitions**
  - c. Cash donation of \$270 to the Cupertino Library for library supplies
  - d. Cash donation of \$13,333 to the Los Altos Library for library material acquisitions
  - e. Cash donation of \$2,240 to the Los Altos Library for a wayfinding project
  - f. Cash donation of \$21,000 to the Los Altos Library for science and technology materials.
  - g. Cash donation of \$3,663.84 to the Morgan Hill Library for library furniture acquisitions.
  - h. Cash donation of \$14,166.66 to the Los Altos Library and Woodland Library for material acquisitions
  - i. Cash donation of \$15,189.95 to the Los Altos Library for library furniture acquisitions
- \*4. Accept donated artwork that exceeds \$5,000 in value from The Filipino Memorial Project for the Milpitas Library
- \*5. Authorize the County Librarian to sign an amendment to the lease with City of Gilroy for Temporary Gilroy Library
- \*6. Authorize the County Librarian to negotiate and execute month-to-month lease for The Reading Program (adult literacy) facility in Gilroy
- \*7. Augment the FY2011-2012 Budget by \$330,000 for materials, professional services, staff development and travel
- \*8. Accept Grant Funding for:
  - a. The California Council for the Humanities in the amount of \$5,330 for the *California Reads* program and augment the budget for Public Services
  - b. LSTA funding from the California State Library in the amount of \$5,000 for the Healthy Teens and Tweens: Mind, Body & Soul program and augment the budget for Morgan Hill
- \*9. Accept the Staff Report on County Cost Allocation Charges
- \*10. Approve the addition of one full-time Librarian II/I position and one half-time Library Page position with the deletion of one vacant full-time Senior Library Clerk position and one half-time Library Assistant II/I position
- \*11. Approve the addition of one half-time Librarian II/I position and one half-time Library page position with the deletion of one vacant full time Senior Library Clerk position

Board member Carpenter made a correction to the Minutes of October 27, 2011, item #7, 6<sup>th</sup> paragraph, 2<sup>nd</sup> sentence, "As one of five North County Library Authority board members representing Los Altos *and Los Altos Hills* [there are 3 members of the NCLA that are from Los Altos and 2 that are from Los Altos Hills], she voted against the study.

**Motion to approve Consent Calendar items #1-11 was moved with correction to the Minutes by (Wong) and seconded by (Baker). D. Giordano abstained on item #1. The motion passed.**

## **NEW BUSINESS**

### 12. Consider report from Board member Mordo

Board member report: The report presented two main topics: economics and governance/policy issues that the City of Los Altos and the Town of Los Altos Hills would like to have addressed. Their principal concern is that they believe their library is not receiving its fair share of revenues distributed by the Formula. Both Los Altos and Los Altos Hills are requesting that the Platform (minimum service levels) and the Formula (revenue apportionment) be reviewed.

The governance issues that are of concern to the both cities are that the Board meets infrequently, there is limited local control nor do they have any input in regards to staffing, there is no flexibility in the issuance of free library cards; and a labor contract that is too restrictive in the use of volunteers.

One proposal that came out of the discussion at the Finance Committee was to address the economic issues separately from the governance/policy issues. The Finance Committee recommended to the JPA Board to request that the Santa Clara County/Cities Managers' Association SCCCMA review the Funding Formula and Platform.

There are Bylaws that the JPA Board adheres to. The Bylaws were originally established on September 11, 1994. The JPA agreement was amended in 2001 after it was reviewed by the SCCCMA when the Community Facilities District was established. The Board discussed the idea of appointing an adhoc committee to review the By-laws which do need some revision.

Many Board members supported having the Formula and the Platform reviewed and having more meetings but were uncomfortable with exploring the idea of taking on local control of staffing which involves labor unions and human resources.

Received the following public comment from Doug Muirhead, Morgan Hill resident, commenting that the Board should consider community input if a committee is formed to address issues i.e., local control.

Since the economic piece of Board member Mordo's proposal would be addressed in the following agenda item in a satisfactorily manner, he proposed forming a new Bylaws and JPA Agreement Subcommittee to review current Bylaws and JPA Agreement for possible modification.

### 13. Request the Santa Clara County/Cities Managers' Association to review the JPA Funding Formula, including the Platform Funding for minimum service hours, and to prepare a recommendation for the JPA Board

In 1994, the original JPA agreement established the Platform funding which provides for minimum service levels at the libraries in response to substantial loss of property tax revenue to the State because of the ERAF shift which resulted in layoffs and reduced open hours. The Funding Formula which allocates property tax revenues was established in 1980 by the Library

District City Managers. The Formula was reviewed and left untouched when the JPA Agreement was restated and amended in 2001.

Received the following public comment from Elayne Dauber, Los Altos resident, stating that she sat in the meetings that established the JPA Agreement. The Formula was not reviewed when the JPA Agreement was created but all cities did approve the Platform. Representation from each city included both city managers and council members.

**Motion to request the Santa Clara County/Cities Managers' Association to review the JPA Funding Formula, including the Platform Funding for minimum service hours, and to prepare a recommendation for the JPA Board was moved by (Wasserman) and seconded by (Giordano). The motion passed unanimously.**

14. Adopt the Revised Fines and Fees Policy to include:
  - a. A library card fee waiver for eligible volunteers
  - b. A new daily use fee of \$4.00 per two hour session for non-cardholder use of networked computers

Melinda Cervantes, County Librarian, read Emily Lo, Saratoga JPA representative's statement who was not able to attend the meeting regarding her position on the free cards for volunteers.

Received public comment from Gary Waldeck, Los Altos Hills resident, wanting to know how the Library came up with the fees.

Received the following public comments from:

Cathie Perga, Los Altos Hills resident and Los Altos Library Commissioner, commented that she has visited 5 different libraries and has never been charged a fee.

Darwin Poulos, Los Altos resident and Los Altos Library Commissioner, thanked the JPA Board and Library staff for setting a standard system-wide for volunteers eligible to receive a free card.

**Motion to approve item 14a the Revised Fines and Fees Policy to include a library card fee waiver for eligible volunteers per the staff report was moved by (Carpenter) and seconded by (Wasserman). The motion passed unanimously.**

**Motion to adopt item 14b the Revised Fines and Fees Policy of a \$4.00 fee to use networked computers was moved by (Wong) and seconded by (Giordano). The motion passed unanimously.**

15. Accept Technology Improvement & Replacement Plan Update

**Motion to accept the Technology Improvement & Replacement Plan Update with the addition of free wireless was moved by (Wong) and seconded by (Giordano). The motion passed unanimously.**

## REPORTS/COMMENTS

## INFORMATION

### 16. County Librarian

Melinda Cervantes, County Librarian reported the following:

- ◆ The 10<sup>th</sup> Anniversary of Silicon Valley Reads was kicked-off on January 25, 2012. There were 625 in attendance at the Campbell Heritage Theatre. The Board of Supervisors presented a Resolution to Silicon Valley Reads. The books selected are *The Muslim Next Door* and *Butterfly Mosque*. The authors are great with many programs that will be delivered throughout the next 3 months.
- ◆ In the first six months, July through December 2011, the Library has sold 4,298 cards and collected over \$343,840 for library cards which exceeds the estimated annual projection of \$240,000. Six thousand free limited student cards were issued to preschool through 12<sup>th</sup> grade students.
- ◆ The Governor has deleted all money for California libraries this year. Next year there is no funding for libraries and an amount of \$1.1 million will be reduced from the California State Library Administration budget. The State of California is at risk of losing \$16 million in federal funds for libraries due to no matching dollars.
- ◆ Derek Wolfgram, Deputy County Librarian, has been appointed Vice President/President Elect for the California Library Association.
- ◆ All were invited to the Library Friends and Commissioners Forum scheduled for February 4, 2012. The keynote speaker is Senator Joe Simitian.

### 17. JPA Board Members

Board member Wasserman reported the following:

- ◆ There will be a Silicon Valley Reads event at the Children's Discovery Museum on March 18, 2012. There will be a special reading of "One Green Apple." Families with children are welcome.

Board member Bracco reported the following:

- ◆ The Gilroy Library Grand Opening will be on Saturday, April 28, 2012.
- ◆ Lani Yoshimura, Gilroy Community Librarian, will be recognized as Gilroy's Woman of the Year 2012 by the Gilroy Chamber of Commerce.

### 18. Committee Reports

Finance Committee. No further reports.

## ADJOURN

With no further business Chair Malloy adjourned the meeting at 2:55 p.m. to the Thursday, February 23, 2012 JPA Board meeting 1:30 p.m. at the Library Administrative Offices, 14600 Winchester Blvd., Los Gatos, CA 95032. [New meeting date of March 1, 2012 at 1:30 p.m.]

Respectfully submitted,



Cynthia Rios Garcia, Secretary  
Library District Joint Powers Authority Board

**3. Commissioner Photos Report**

The photos are complete.

**4. CALTAC Membership**

At the March 21, 2011 meeting, the Commission requested funding from the City Council for membership dues and conference fees. The fund was approved on April 21, 2011.

**5. Floor Mats**

This item is on hold depending on the decision of the RDA funds for the City.

**6. Transient Occupancy Tax (TOT)**

There was discussion on the relocation of the "Cartwheels!" statue. There has been no progress on the repair/paint touch-ups.

**IX. New Business**

**1. Memorial Project**

A presentation was given by project proponents to put up a mural on the second floor of the library (The Teen Homework Center) in honor of Filipino Farm Workers in California.

**Motion** to recommend to City Council and County Library District to go forward on the Memorial Project mural on the second floor of the library (Teen Center).

M/S: Hay, Wang

Ayes: 5

Noes: 2

**2. Community Service of San Jose Job Corps Students for the City of Milpitas**

Chair Estioko requested the need of the library for internship or any other jobs the students can offer to the library such as culinary, construction, landscaping, etc.

**X. Other Business**

**1. Friends of the Milpitas Library Report**

There will be a major book sale at the library Friday, September 23, 2011 through Sunday, September 25, 2011.

**2. County Librarian Report**

In the first two (2) months of the non-district resident library card fee, staff sold over 3,395 library cards (taking in \$272,000 and exceeding the \$240,000 projected for the full year). During the same period, 3,808 library cards were issued to students.

The California State Budget signed by the Governor included \$15.2 million in State funds for public libraries. However, the funding is one of the so-called "trigger cuts" that will be eliminated in January if certain revenue targets are not met, so no money will go from the State to local libraries before the revenues are evaluated in December.

The next meeting of the Santa Clara County Library JPA Board will be Thursday, October 27, 2011 at 1:30 p.m. at the Library Administration Offices, 14600 Winchester Blvd., Los Gatos. JPA agendas and minutes will be posted on the Library website the Friday before each meeting [www.santaclaracountylib.org](http://www.santaclaracountylib.org).

APPROVED MINUTES  
PUBLIC ARTS COMMITTEE  
CITY OF MILPITAS

**Minutes:** Meeting of the Public Art Committee (PAC)  
**Date of Meeting:** Monday, May 23, 2011  
**Place of Meeting:** Milpitas City Hall Committee Conference Room, 455 E. Calaveras Blvd.

**I. Call to Order** Chairperson Foulk called the Meeting to Order at 7:00 p.m.

**II. Pledge of Allegiance** Chairperson Foulk led the Committee in the Pledge of Allegiance.

**III. Roll Call** Committee Members Present: Anthony, Cherry, Foulk, Hays, McGuire, Nguyen, Santos, Strauss and Voellger

Committee Member excused: Gupta, Navarro,

Committee Members absent:

City Staff Present: Acting Recreation Services Supervisor, Renee Lorentzen, Recording Secretary, Lisa Ciardella.

City Council Liaison Present: Council Member Giordano.

**IV. Approval of Agenda** **MOTION** to approve the agenda dated May 23, 2011 with the following change: Move New Business after Announcements/Correspondence

M/S: Voellger/Cherry Ayes: All

**V. Approval of Minutes** **MOTION** to approve the minutes of March 28, 2011 as submitted.

M/S: McGuire/Strauss Ayes: All  
Abstain: Cherry

**VI. Public Forum** None.

**VII. Announcements/Correspondence**

Ms. Lorentzen announced that the Memorial Day Ceremony will be held on May 30<sup>th</sup> at the Veteran's Memorial Plaza at 9am.

**VIII. New Business**

**1. Mural for Library or Public Park**

Melissa Nievera and Dennis Lozano presented a mural project proposal supported by the Filipino Memorial Project depicting how the Filipino Farm workers organized as Labor Unions in California.

The Filipino Memorial Project stated that they envision this mural to be installed in the Milpitas Library or in a neighborhood park. They would provide the funding for the mural and recruit their project artist.

Ms. Nievera asked for the Committee's support in moving forward with this project. Staff suggested they get in contact with the Milpitas Library to discuss their art policies and identify any possible space. Staff also let them know that they would need to take this project proposal to the Library Commission.

**MOTION** to support project inquiry and continuance of the Filipino Memorial Project's Mural Art Installation.

M/S: Hays/Strauss

Ayes: All

## 2. **Future Art Project and Public Art Fund**

Ms. Lorentzen provided an update on the City's Capital Improvement Program, and listed the projects that would potentially qualify for the City's Public Art Ordinance's 1.5% contribution. The \$175,000 for the City Hall Project has been planned for the 2011.12 budget and \$20,000 is available for the Alviso Adobe Project out of the Committee's non-restricted fund account.

Committee Member Cherry stated that she felt that the Committee should show some fiscal responsibility considering the City's economic status and postpone the City Hall project as the budget for the project is large and could be perceived by the public as irresponsible spending.

Council Member Giordano responded that the Committee should continue with its budgeted projects.

Committee Member Voellger commented that if there is backlash from the community of this type of project budget that it will be City Council who will need to answer to the public.

## **IX. Old Business**

### 1. **Main Street Transit Shelter**

The Art is installed and Ms. Lorentzen presented pictures of the finished project.

### 2. **City Hall Art Project**

The Committee reviewed the Art submitted by the finalists and voted to choose three (3) finalists: East Los Streetscapes, Michael Graham and David Graham to create project Marquettes for community display and input. The budget for the marquettes was set at \$1,200, each, to be paid to the artists upon receipt of their project model.

**MOTION** to have Ms. Lorentzen move forward with the Finalist notification and Marquette payment upon receipt.

M/S: Voellger/Nguyen

Ayes: All

### 3. **Alviso Adobe RFP Update**

Ms. Lorentzen provided an update on the Alviso Adobe project. The RFP was released and the deadline to submit proposals was May 13, 2011. The subcommittee will review the proposals and return to the Committee with their recommendation at the July 27, 2011 meeting.

### 4. **Gateway Signs Art Project**

A subcommittee consisting of Committee members, Hays, Strauss and Santos was chosen to work on the RFP, timeline and process for the Gateway Signs Project with the Economic Development Commission.