



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Peter Jensen
Kim Walesh

SUBJECT: MEXICAN HERITAGE PLAZA
TRANSITION PROGRESS REPORT

DATE: December 12, 2008

Approved

Date

12/12/08

COUNCIL DISTRICT: District 5

REASON FOR SUPPLEMENTAL MEMO

To report on four additional selections to the Mexican Heritage Plaza (MHP) Steering Committee. As indicated in the initial CED Committee report, staff is providing the Committee with this information in a supplemental memo because two selecting groups had not yet met to make their selections when the initial report was due.

RECOMMENDATION

Accept staff report on the composition of the MHP Steering Committee prior to the three selections to be made by the City Council.

ANALYSIS

The Mayfair and Gateway East Neighborhood Action Coalitions (NACs) each made their selection on December 9, 2008. Subsequently, the Arts Commission met in its regularly scheduled meeting December 10, 2008 to approve the recommendation for two Steering Committee members. Both the NACs and the Arts Commission made their selection from the pool of nominees open to the public. This pool included nominees not selected in the Interim Membership-based Advisory Committee (IMAC) selection and nominees who did not submit a pledge and were therefore not considered in the IMAC selection. The following individuals were selected to the MHP Steering Committee by the respective selecting groups:

Mayfair Neighborhood Action Coalition selection

- **Guadalupe Gonzalez**, Mayfair community member
Ms. Gonzalez has been the Chair of the Mayfair NAC since 2005. Previously, she served as the Chair of the Mayfair Improvement Initiative from 1999-2003. Ms. Gonzalez is an active member of the community, serving in leadership positions in San Jose public schools and as a member of the City of San Jose project advisory committee. She has been an employee of the Santa Clara County Office of Education for 14 years, working with special needs children.

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Gateway East Neighborhood Action Coalition selection

- **Alfredo “Danny” Garza**, Gateway East community member
Mr. Garza is the Chairman of the San José chapter of the Mexican-American Political Association and Director at Large of the Plata Arroyo Neighborhood Association. In addition to Mr. Garza’s community participation, he is an ironworker by trade and was a member of the construction team that built the Plaza.

Arts Commission selections

- **Moy Eng**, Hewlett Foundation program director
Ms. Eng is the Program Director of the Performing Arts Program at the Hewlett Foundation. Ms. Eng has 20 years of experience in the nonprofit sector, working in arts and culture, human rights and environmental issues. She has served on a number of national committees including serving as the Co-chair of the 2007 Arts Education conference, a collaboration between Grantmakers for Education and for the Arts. Ms. Eng has also taught at the university level and lectured at numerous national, regional and state conferences on grantmaking, organizational development and fundraising.
- **Erin Goodwin-Guerrero**, artist
Ms. Goodwin-Guerrero is an accomplished local artist and retired professor from the School of Art and Design at San Jose State University. Ms. Goodwin-Guerrero’s work is greatly influenced by Mexican culture and has been exhibited in various Mexican cities and throughout California. She has been the recipient of a number of grants to curate exhibitions, develop portfolios, and research in the Bay Area and Mexico.

According to Council direction, the MHP Steering Committee members are to represent 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

The online nomination form asked nominators, whether self-nominating or nominating another, to identify the experience and perspective of the nominee. The attached table displays the current 10-member composition of the Steering Committee, with checks to indicate the nominator-identified experience and perspective as submitted in the online nomination form. To the credit of the first four selecting groups, the current Steering Committee members collectively represent all experience and perspectives sought by Council. The last column in the table sums up the total number of Steering Committee members who offer the corresponding category of experience or perspective, as a way to describe the relative quantity of the different types of experience and perspective represented so far.

The City Council will select the final three members of the 13-member MHP Steering 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 as a cross-referenced item from this Committee agenda. Because the Council is the final selecting group, it will be important to consider which

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categories of experience, interest and perspective outlined above may need to be strengthened in the Steering Committee's final composition.

Although the selection process has extended beyond the originally anticipated timeline, Council approval of the 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.



Peter Jensen
Director, General Services



Kim Walesh
Chief Strategist

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

MHP Steering Committee Members											
	Linda Snook	Carlos Perez	Chris Esparza	Maria de la Rosa	Alcario Castellano	Manuel Fimbres	Guadalupe Gonzalez	Alfredo "Danny" Garza	Moy Eng	Erin Goodwin-Guerrero	
Experience/Expertise											Total
Non-profit management			X		X	X			X	X	5
Cultural facilities			X	X	X	X			X	X	6
Philanthropy and fundraising	X	X	X	X	X	X	X		X	X	9
Mexican-American Arts/culture/heritage		X	X	X	X	X	X			X	7
Arts/culture/heritage - other		X	X	X	X	X			X	X	7
Civic leadership and engagement	X		X		X	X	X	X	X	X	8
Business	X		X						X		3
Surrounding neighborhoods	X	X	X	X				X		X	6
San José community-based organizations	X	X	X	X	X	X	X	X	X	X	10
Art education		X		X				X	X	X	5
Non-profit accounting/finance	X			X	X	X	X				5
Organizational development	X			X		X	X	X	X	X	7
Academics	X			X		X		X	X	X	6
Sector/Perspective											
Public benefit/non-profit sector	X			X	X	X	X		X	X	7
Private sector						X				X	2
Public sector		X				X		X	X	X	5
Education sector	X			X		X	X		X	X	6
Surrounding neighborhoods perspective		X	X	X			X	X		X	6
San José citywide perspective	X	X	X	X	X	X		X		X	8
Silicon Valley/Bay Area perspective	X	X	X	X		X		X	X	X	8
National/global perspective				X		X			X	X	4