



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

09/18/2019

3:00 PM

City Hall – Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code §54956 (“The Brown Act”) and Section 708 of the Santa Clara City Charter, the Chairperson calls for a Special Meeting of the Economic Development, Communications, and Marketing Committee to commence and convene on September 18, 2019, at 3:00 pm for a Special Meeting in the City Hall Council Chambers located in the East Wing of City Hall at 1500 Warburton Avenue, Santa Clara, California, to consider the following matter(s) and to potentially take action with respect to them.

CALL TO ORDER AND ROLL CALL

Chair Davis called the meeting to order at 3:03 p.m.

Present 3 - Chair Debi Davis, Member Lisa M. Gillmor, and Member Kathy Watanabe

PUBLIC PRESENTATIONS

Silicon Valley Central Chamber of Commerce President Nick Kaspar asked the Committee to consider adding the topic of creating a nighttime economy in Santa Clara through live music to a future meeting agenda.

GENERAL BUSINESS

1. [19-990](#) Update on All Vision Billboard Agreement

The City Attorney provided a verbal update on the status of the City's billboard agreement with All Vision. It was moved by Mayor Gillmor, seconded by Councilmember Watanabe, and unanimously carried, that the Committee's recommendation to terminate the All Vision Billboard agreement be forwarded for Council approval.

Aye: 3 - Chair Debi Davis, Member Lisa M. Gillmor, and Member Kathy Watanabe

2. [19-1014](#) Verbal Update and Discussion on Collective Community Calendar

The City Attorney gave a verbal update. The City Manager noted that the collective community calendar would be implemented over time as the City progresses with the website redesign. This item was an informational report only, and no action was taken by the Committee.
3. [19-1012](#) Verbal Update and Discussion on Communications Consultant

The City Manager reported on the progress for hiring a communications consultant.
4. [19-989](#) Verbal Update on Destination Marketing Organization (DMO)

The City Manager introduced Thoits Law Attorney, Terrence Conner, who provided a verbal update on DMO. The Committee discussed scheduling a study session for an overview of the TID conversion sometime in November.
5. [19-987](#) Update on Communications

5.A Social Media Analytics Quarterly Report
5.B Beta Website Launch
5.C New City Hall Newsletter
5.D Video Storytelling

The Director of Communications provided a verbal update on the social media analytics quarterly report, the status of beta website launch, the new City Hall newsletter, and video storytelling. This item was an informational report only, and no action was taken by the Committee.
6. [19-988](#) Verbal Update on Next Steps for Worker Cooperatives

The Assistant to the City Manager gave a verbal update on the proposed next steps for Worker Cooperatives. It was moved by Mayor Gillmor, seconded by Councilmember Watanabe, and unanimously carried, that the Committee move the proposed next steps to the City Council for review and approval; look at the resolution and the process and procedures that the City of Berkeley used; and allocate \$100,000 in the budget.

Aye: 3 - Chair Debi Davis, Member Lisa M. Gillmor, and Member Kathy Watanabe

COMMITTEE MEMBERS REPORT

None.

GOOD OF THE ORDER

Stakeholders made various updates on upcoming events.
SCU Presents Director Butch Coyne asked the Committee that an update on the Citywide banner policy be added to a future meeting agenda.

ADJOURNMENT

The Economic Development, Communications, and Marketing Committee meeting was adjourned at 4:38 p.m. The next meeting is scheduled for December 2, 2019.