



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

09/02/2020

3:00 PM

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

CALL TO ORDER AND ROLL CALL

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

CONSENT CALENDAR

[20-823](#)

Economic Development, Communications, and Marketing Committee Minutes of August 19, 2020

Recommendation: Approve the Economic Development, Communications, and Marketing Committee minutes of August 19, 2020.

A motion was made by Member Gillmor, seconded by Member Watanabe, and unanimously carried, that the Committee approve the Economic Development, Communications, and Marketing Committee meeting minutes of August 19, 2020.

Aye: 3 - Chair Davis, Member Gillmor, and Member Watanabe

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

1. [20-798](#) Discussion and Possible Action on Communication Directives given at the August 19, 2020 Economic Development, Communications, and Marketing Committee Meeting [Council Pillar: Enhance Community Engagement and Transparency]

Recommendation: Receive Committee input.

City Manager Deanna J. Santana introduced the item, acknowledging the report was in response to Chair Davis' memo presented at the August 19, 2020 Committee meeting. City Manager Santana reported that staff went through the memo and provided a response to each inquiry as well as went over the costs to the approaches. City Manager Santana also introduced Ivy Morrison and Maily Chu from Circlepoint, who at the request of the Committee, were present for the meeting.

Director of Communications Lenka Wright provided an update concerning the suggestions made in Chair Davis' memo and shared new developments made since the last meeting, including the COVID-19 Relief Efforts" utility bill insert and the new "Santa Clara Responds" video series. Member Gillmor commented that the Council has taken unprecedented steps by approving programs to help the community suffering from the COVID-19 pandemic and inquired how the City could take a big global look of what the City is doing and put in a way that people are going to understand and connect with.

The Committee asked CirclePoint to work with City staff to develop a communications strategy based on the Committee's input, including: (1) refining Santa Clara's bigger story so we can acknowledge that we care; (2) message to be cohesive, connected, and focused on how Santa Clara has prepared for the pandemic and is going to overcome it; communicating what Santa Clara's action plan is, how people can get help, and how people can help others; (3) overarching message that the City is here for its residents and to give people hope; (4) testimonials from people who have received assistance from the City (e.g., \$30 credit, Small Business Grant recipients); (5) clarification that we are the City of Santa Clara, not the County of Santa Clara; and (6) developing what the City's actual message is and keeping it clear, simple, and consistent; as well as focusing on how the message is delivered (e.g., tailoring that message to target audiences [e.g., seniors, small businesses]).

COMMITTEE MEMBERS REPORT

None.

GOOD OF THE ORDER

Stakeholders made general comments and various updates on upcoming events.

ADJOURNMENT

The meeting was adjourned at 4:23 p.m.