



City of Santa Clara

Meeting Agenda

Economic Development & Marketing Committee (Ad Hoc)

Monday, June 23, 2025

4:00 PM

Hybrid Meeting
Central Park Library
Margie Edinger Room
2635 Homestead Ave. Santa
Clara

The City of Santa Clara is conducting Economic Development & Marketing Committee (Ad Hoc) meetings in-person and continues to have methods for the public to participate remotely or in-person.

- Via Zoom: <https://santaclaraca.zoom.us/j/84548597547>
- Webinar ID: 845 4859 7547
- By phone: +1 669 444 9171

To submit written public comment before meeting:

Send email to mayorandcouncil@santaclaraca.gov by 11 AM the day of the meeting.

Those emails will be forwarded to Committee members and will be uploaded as supplemental meeting material.

Note: Emails received as public comment will not be read aloud during the meeting.

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1. 25-740 [Approval of June 2, 2025 Economic Development & Marketing Committee \(Ad Hoc\) Minutes](#)

Recommendation: Approve June 2, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

PUBLIC PRESENTATIONS

[This item is reserved for persons to address the body on any matter not on the agenda that is within the subject matter jurisdiction of the body. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The governing body, or staff, may briefly respond to statements made or questions posed, and appropriate body may request staff to report back at a subsequent meeting.]

GENERAL BUSINESS

2. **25-695** [Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.](#)

Recommendation: Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

ADJOURNMENT

MEETING DISCLOSURES

The time limit within which to commence any lawsuit or legal challenge to any quasi-judicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-judicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. If a person wishes to challenge the nature of the above section in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Santa Clara, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the City of Santa Clara will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The City of Santa Clara will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the City's programs, services, and activities. The City of Santa Clara will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the City in an appropriate alternative format. Contact the City Clerk's Office at 1 408-615-2220 with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

Agenda Report

25-740

Agenda Date: 6/23/2025

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Approval of June 2, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

RECOMMENDATION

Approve June 2, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes



City of Santa Clara

Meeting Minutes

Economic Development & Marketing Committee (Ad Hoc)

06/02/2025

3:00 PM

Hybrid Meeting
City Hall Council Chambers/Virtual
1500 Warburton Avenue
Santa Clara, CA 95050

The City of Santa Clara is conducting Economic Development & Marketing Committee (Ad Hoc) meetings in-person and continues to have methods for the public to participate remotely or in-person.

- Via Zoom: <https://santaclaraca.zoom.us/j/84548597547>
- Webinar ID: 845 4859 7547
- By phone: +1 669 444 9171

To submit written public comment before meeting:

Send email to mayorandcouncil@santaclaraca.gov by 11 AM the day of the meeting.

Those emails will be forwarded to Committee members and will be uploaded as supplemental meeting material.

Note: Emails received as public comment will not be read aloud during the meeting.

CALL TO ORDER AND ROLL CALL

Chair Gillmor called the Special Meeting to order at 3:00 PM.

Present 3 - Lisa M. Gillmor, Albert Gonzalez, and Kelly Cox

CONSENT CALENDAR

A motion was made by Member Gonzalez, seconded by Member Cox, to approve the Consent Calendar.

Aye: 3 - Gillmor, Gonzalez, and Cox

1. [25-605](#) Approval of April 28, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

A motion was made by Member Gonzalez, seconded by Member Cox, to approve the April 28, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes.

Aye: 3 - Gillmor, Gonzalez, and Cox

PUBLIC PRESENTATIONS

Howard Gibbons spoke regarding former Councilmember **Debbie Davis'** memorial service.

GENERAL BUSINESS

2. [25-606](#) Review and Discussion of Citywide 2026 Economic Development & Community Engagement Plan and Direction on a City Theme

Chair Gillmor provided an introduction. She stated that attendees to today's meeting are serving as stakeholders for the programming of community events and economic development efforts for the 2026 events the City is hosting. **Committee Members Cox and Gonzalez** made introductory comments. **Assistant City Manager Klotz** provided a presentation on the item including potential community events and ideas for branding themes. Stakeholders present shared ideas for collaboration on the engagement regarding 2026 events occurring in the City. Stakeholders present in person and virtually through Zoom included Ana Vargas-Smith, Harbir Bhatia, Christine Lawson, Preston Metcalf, David Kertes, Satish Chandra, James Glaser, Diana Ding, Howard Gibbons, Diana Ding, Kelly Car, Christian Pellecchia, Katelyn Studebaker, Teresa O'Neill, Debby Tryforos.

ADJOURNMENT

Chair Gillmor adjourned the meeting at 4:38 PM.

MEETING DISCLOSURES

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. If a person wishes to challenge the nature of the above section in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Santa Clara, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the City of Santa Clara will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The City of Santa Clara will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the City's programs, services, and activities. The City of Santa Clara will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the City in an appropriate alternative format. Contact the City Clerk's Office at 1 408-615-2220 with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.



Agenda Report

25-695

Agenda Date: 6/23/2025

REPORT TO ECONOMIC DEVELOPMENT & MARKETING COMMITTEE (AD HOC)

SUBJECT

Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

BACKGROUND

At the June 2, 2025 Economic Development and Marketing Committee Ad Hoc (EDMC) meeting, Committee members and stakeholders had a discussion on potential community engagement and economic development activities related to the 2026 events of SuperBowl and FIFA World Cup at Levi's Stadium.

The following campaign theme options were presented for consideration.

- Santa Clara: Where the World Kicks off
- Santa Clara: Get Your Kicks in 2026
- Santa Clara 2026 The World Plays Here

Community Engagement Opportunities

Below was presented to the Committee as a tentative timeline for potential opportunities and partnerships the City is including in the plan for the consideration by the Committee. These potential events would provide inclusive, low-cost programming which is open to the public.

Tentative Dates	Event	Potential Partner(s)
June 2025	FIFA Plaque Unveiling	Bay Area Host Committee
September 2025	Kickoff Campaign at Art & Wine Festival	Parks & Recreation
October 2025	Parade of Champions - Sports Zone component of the Parade Festival	Santa Clara Parade of Champions
December 2025	Holiday Tree Lighting	City Departments
January 2026	Community Chalk Art Contest	City Manager's Office
February / March 2026	Sports Themed Exhibit	Triton Museum
April 2026	Firehouse Run	Santa Clara Firefighters Foundation
May - July 2026	Night Market Launch (series of 4 events)	Food trucks, artists, entertainment
June/July 2026	Watch Parties for FIFA games not hosted in Santa Clara	TBD

	Santa Clara City Library Events	Library
	Concert for Community	TBD
	Free Youth Sports and Stem Camp/Clinic Programs	TBD
	Banners & Community Wayfinding	City Manager's Office

Economic Development Opportunities

Also presented was the goal of the Plan to partner with the business community and the local Silicon Valley Central Chamber of Commerce.

Event	Potential Partner(s)
Santa Clara Restaurant Week	Silicon Valley Central Chamber of Commerce
Collaboration with Discover Santa Clara Destination Marketing Organization	Destination Marketing Organization
Sponsorship Packages	
Engaging Tech Companies	

DISCUSSION

At the June 23, 2025 EDMC meeting, the Committee will seek input from the stakeholders on additional on community engagement and economic development activities related to the 2026 events of SuperBowl and FIFA World Cup at Levi's Stadium and workshop additional campaign themes.

Also, the Committee and stakeholders will further discuss opportunities for community engagement and economic development related to the 2026 events.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact associated with this report. The potential activities from the Citywide 2026 Major Events Economic Development & Community Engagement Plan may include future costs.

COORDINATION

This report was coordinated by the City Manager's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any

City of Santa Clara public library.

RECOMMENDATION

Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan and on the Citywide Theme for 2026 Major Events Community Engagement Campaign.

Reviewed by: Elizabeth Klotz, Assistant City Manager

Approved by: Jovan Grogan, City Manager