



# City of Santa Clara

## Meeting Minutes

### Economic Development, Communications, and Marketing Committee

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03/03/2021

3:00 PM

Virtual Meeting

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#### CALL TO ORDER AND ROLL CALL

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

Chair Watanabe introduced Councilmembers Anthony Becker and Kevin Park as the newly appointed members to the Committee and invited them to comment. City Attorney Brian Doyle introduced Senior Deputy City Attorney Liz Klotz and announced that she will be serving as the legal support for the Committee moving forward. Chair Watanabe then invited City staff and stakeholders to introduce themselves. Chair Watanabe reported that, instead of inviting stakeholders to give updates under Good of the Order at the end of the agenda, she will invite stakeholders to speak under Public Presentations moving forward so they can be heard earlier in the meeting.

**Present** 3 - Chair Kathy Watanabe, Member Anthony Becker, and Member Kevin Park

#### CONSENT CALENDAR

1. [21-65](#) Economic Development, Communications, and Marketing Committee Meeting Minutes of November 18, 2020

**A motion was made by Member Becker, seconded by Member Park, and unanimously carried, that the Committee approve the minutes from the November 18, 2020 meeting.**

**Aye:** 3 - Chair Watanabe, Member Becker, and Member Park

#### PUBLIC PRESENTATIONS

**SCU Presents Director Butch Coyne and Mission College Director of Marketing Niall Adler provided general comments.**

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## **GENERAL BUSINESS**

2. [21-71](#) Review and Approval of 2021 Economic Development, Communications, and Marketing Committee Workplan

**Assistant City Manager Nadine Nader presented the proposed 2021 workplan and reported that it includes regular updates on Citywide communications, outreach, social media analytics, and on current initiatives, including Worker Cooperatives; COVID-19-specific updates on building awareness of programs, initiatives, and funding opportunities; updates on the Santa Clara Convention Center Refresh Project; and efforts related to the promotion of Santa Clara for group/business tourism from the Destination Marketing Organization (DMO)/ Tourism Improvement District (TID).**

**Member Park inquired what the goal of the Committee was and how the workplan correlates to goals (e.g., list of attainable, things the Committee would like to achieve). Chair Watanabe commented that the goal of the Committee is to promote the economic success and development of the City of Santa Clara. A motion was made by Member Becker, seconded by Member Park, and unanimously carried, that the Committee approve the 2021 Economic Development, Communications, and Marketing Committee workplan.**

**Aye:** 3 - Chair Watanabe, Member Becker, and Member Park

3. [21-72](#) Update on Santa Clara Convention Center Refresh Project

**Assistant City Manager Ruth Shikada introduced the item and reported that staff is presenting the work currently in progress to ask for the Committee's feedback to ensure alignment between staff's work and the guidance and direction from the Committee. Kelly Carr gave a presentation on the design process, current status, and next steps. Chris Hamilton, Nate Haynes, and Erica Shepard went over the design update. Chair Watanabe thanked Spectra and the HOK Architects Team for the update and commented that she was excited to see the great use of space for placemaking. Members Becker and Park provided their feedback on the update. This item was an informational report only, and no action was taken by the Committee.**

4. [21-352](#) Verbal Update of Inventory of Street Poles with Banner Brackets

Assistant City Manager Shikada introduced the item and turned the item over to Management Analyst Jennifer Acuna and Communications Manager Maria Le to present on the City's inventory on street poles with banner brackets and next steps on a banner policy. Butch Coyne and Debra von Huene provided their input on the banner policy. This item was an informational report only, and no action was taken by the Committee.

**STAFF REPORT**

None.

**COMMITTEE MEMBERS REPORT**

None.

**ADJOURNMENT**

The meeting was adjourned at 5:27 p.m.