



# City of Santa Clara

## Meeting Minutes

### Economic Development, Communications, and Marketing Committee

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06/03/2019

3:00 PM

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

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#### CALL TO ORDER AND ROLL CALL

**Chair Davis** called the meeting to order at 3:04 p.m.

**Present** 3 - Councilmember Debi Davis, Mayor Lisa M. Gillmor, and Councilmember Kathy Watanabe

#### CONSENT CALENDAR

#### PUBLIC PRESENTATIONS

None.

#### GENERAL BUSINESS

1. [19-689](#) Provide Input and Clarification on the Minutes from the Economic Development, Communications, and Marketing Committee Meeting of March 20, 2019, and Clarify the Scope for the Proposed Consultant Services

**Mayor Gillmor noted that she would like to keep the memo (Attachment 1) submitted at the March 20, 2019 meeting as-is; when asked to clarify the scope for the committee consultant, she referenced a memo (Attachment 2) dated June 19, 2017, to City Manager Rajeev Batra, which outlined a public outreach and communication plan.**

**Staff will review the referenced memo and scope, and will provide an update to the Committee on the development of a RFQ.**

**It was moved by Mayor Gillmor, seconded by Councilmember Watanabe, and unanimously carried that the paragraph regarding the City Charter be removed from the draft minutes.**

**This item is cross-referenced on the July 9, 2019 City Council meeting agenda as Item 5.**

**Aye:** 3 - Councilmember Davis, Mayor Gillmor, and Councilmember Watanabe

2. [19-690](#) Convention Center Transition (Report from May 21, 2019 City Council Meeting)

**This item was an informational report only, and no action was taken by the Committee.**

3. [19-691](#) Social Media Analytics Quarterly Report

**No official motion was made. The Committee referred staff to review if there are any legal restrictions for the City to post or advertise events that are happening in Santa Clara in some form and in a central location (e.g., community calendar).**

**This item is cross-referenced on the July 9, 2019 City Council meeting agenda as Item 5.**

4. [19-715](#) Request by Chair Davis to Add Discussion of Billboards

**It was moved by Mayor Gillmor, seconded by Councilmember Watanabe, and unanimously carried that this item be referred to the City Attorney's Office for a status report on the City's existing billboard contract and the termination status of the contract.**

**This item is cross-referenced on the July 9, 2019 City Council meeting agenda as Item 5.**

**Aye:** 3 - Councilmember Davis, Mayor Gillmor, and Councilmember Watanabe

### **COMMISSIONERS REPORT**

None.

### **GOOD OF THE ORDER**

Stakeholders made various updates on upcoming events.

### **ADJOURNMENT**

The Economic Development, Communications and Marketing Committee meeting was adjourned to September 18, 2019, at 3:00 p.m.

March 20, 2019

To: City Manager Deanna Santana  
Councilwoman Debi Davis, Economic Development, Communications, Marketing  
Committee Chair, Councilwoman Kathy Watanabe, Committee Member

From: Mayor Lisa Gillmor, Economic Development, Communications, Marketing  
Committee Member

SUBJECT: ECONOMIC DEVELOPMENT, COMMUNICATIONS, MARKETING COMMITTEE  
CONSULTANT

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As we prepare for 2019, I have reviewed the following purpose of our committee:

**The Economic Development, Communications, and Marketing Committee was established by Council action on February 5, 2019, to consolidate the Economic Development Committee and the Marketing Committee. The Committee focuses proactive economic development and effective communication, as well as reviews the City's marketing and branding strategies.**

With that in mind, I believe our committee should seek the services of a consultant. While City staff has some of the necessary expertise to assist our committee, no single person has the ability to coordinate the various duties of our committee. Also, I believe it would be more cost-effective to identify a consultant to assist our committee rather than draw personnel from multiple departments to assist us. We all understand that the TID will be engaged in marketing efforts soon. Our work will be different but complementary to their efforts.

I recommend identifying and hiring a consultant who has the following skill sets:

1. Economic Development -- Consultant should have experience with economic development for the public sector (local government) particularly in the area of corporate recruitment and the promotion of local businesses.
2. Communications -- Consultant should have experience with communications for the public sector (local government). Website and newsletter expertise would be a major plus.
3. Marketing -- Consultant should have experience with marketing for the public sector (local government). Advertising and social media expertise would be helpful.

I suggest that we direct City staff to evaluate the most expedient way to identify and hire a consultant either through an RFQ or RFP process. Then return to our committee next month with the plan with a goal of retaining a consultant in the next 90 days.

## Public Outreach and Communication Plan for Budget

2 messages

**Lisa Gillmor** <lisagillmor@gmail.com>  
 To: Rajeev Batra <Rbatra@santaclaraca.gov>  
 Cc: Lynn Garcia <LGarcia@santaclaraca.gov>

Tue, Jun 20, 2017 at 3:15 PM

June 19, 2017

To: Rajeev Batra  
 Interim City Manager

From: Lisa Gillmor  
 Mayor

SUBJECT: BUDGET REVISIONS

This memo reflects the comments I made at our June 13 council meeting regarding the 2017-18 city budget. As I said that evening, I believe we need to increase our communications activity to address community concerns and seek greater community feedback. This was a top council priority that we established in January, 2017. I've noticed how the Project for Public Spaces workshops have been well received and the effort both addresses community concerns about development and provides us excellent ideas from Santa Clarans. I'd like to continue the effort with a more active and robust communications plan. I estimate will need budget adjustments of approximately \$320,000 to accomplish this goal during our next year.

Newsletters		
(4-6 printed, mailed)	200,000	
-- weekly online updates (estimate for additional staff time)	12,000	
Subtotal		212,000
Townhalls (12)		
-- in neighborhoods (4)	8,000	
-- online (4)	2,000	
-- telephonic (4)	8,000	
Subtotal		18,000
Consulting (you may already have a year contract for this)		
-- additional public relations and community relations	90,000	
Subtotal		90,000

<b>TOTAL</b>		<b>320,000</b>

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**Rajeev Batra** <RBatra@santaclaraca.gov>  
To: Lisa Gillmor <lisagillmor@gmail.com>  
Cc: Lynn Garcia <LGarcia@santaclaraca.gov>

Tue, Jun 20, 2017 at 3:29 PM

Thank you Lisa. We will incorporate this into the budget.

Rajeev

[Quoted text hidden]