



# City of Santa Clara

## Meeting Minutes

### Economic Development & Marketing Committee (Ad Hoc)

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12/08/2025

4:00 PM

Hybrid Meeting  
Central Park Library  
Redwood Room  
2635 Homestead Road  
Santa Clara, CA 95050

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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](mailto: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 meeting to order at 4:09 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. [25-1712](#) Approval of November 3, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

**Recommendation:** Approve November 3, 2025 Economic Development & Marketing Committee (Ad Hoc) Minutes

**A motion was made by Member Gonzalez, seconded by Member Cox, to approve the November 3, 2025 Economic Development & Marketing Committee (Ad Hoc) minutes.**

**Aye:** 3 - Gillmor, Gonzalez, and Cox

## **PUBLIC PRESENTATIONS**

None.

## **GENERAL BUSINESS**

2. [25-1702](#) Discussion and Direction on the Citywide 2026 Economic Development & Community Engagement

**Recommendation:** Discussion and direction on the Citywide 2026 Economic Development & Community Engagement Plan.

The Committee received updates on Major Community Events preparations, including sponsorships, art activations, events, brand guidelines, subcommittees, and the partner-led event process. Staff presented the aerial slogan and outlined upcoming priorities such as the Art Activation and Global Relations Subcommittees, continued sponsorship efforts, and the event budget. The Committee provided feedback on the aerial slogan concepts, community events, and overall engagement efforts.

## **ADJOURNMENT**

Chair Gillmor adjourned the meeting at 5:33 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.

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