



City of Santa Clara

Meeting Minutes

Economic Development & Marketing Committee (Ad Hoc)

12/08/2025

4:00 PM

Hybrid Meeting
Central Park Library
Redwood Room
2635 Homestead Road
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 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."

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