



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

03/20/2019

3:30 PM

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

CALL TO ORDER AND ROLL CALL

Chair Davis called the meeting to order at 3:35 PM.

Present 3 - Council Member Debi Davis, Mayor Lisa M. Gillmor, and Council Member Kathy Watanabe

1. Introduction by Chair

Chair Davis made introductory remarks.

Committee Members and staff made introductions.

PUBLIC PRESENTATIONS

Public Speaker made general comments and questions regarding the Committee.

GENERAL BUSINESS

2. [19-210](#) Overview of Mission, Goals, and Discussion of Workplan Items

Chair Davis reviewed the Workplan items.

Mayor Gillmor provided a handout ("Economic Development, Communications, Marketing Committee Consultant) and reviewed the need and purpose of a Consultant for the Committee.

Chair Davis asked Stakeholders to share their thoughts regarding topics related to the Committee.

No official motion was made, however Committee Members expressed support for the memo provided by Mayor Gillmor, which directed staff to evaluate the most expedient way to identify and hire a consultant either through an RFQ or RFP process, then return to the Committee next month with the plan with the goal of retaining a consultant in the next 90 days. The Committee also referred to staff evaluation of a potential funding mechanism.

~~Note: The referral for "the Committee should seek the services of a consultant" requires review to determine compliance and governance alignment with the City Charter.~~

Note: This language was struck by the Committee at its June 3, 2019 meeting. The Committee clarified, at its June 3, 2019 meeting, that the intent of the referral was to have staff select and hire a communications consultant, not the Committee itself. This language will be removed after adoption.

3. [19-214](#) Small Business Cooperative Presentation

Chair Davis asked Kirk Vartan to give a presentation on Business Retention Plan/Worker Cooperative.

Public Speaker(s): Public Speaker (1)

A motion was made by Councilmember Watanabe, seconded by Mayor Gillmor, to direct staff to agendize a Study Session similar to how other topic experts have been invited to present to the City Council.

Aye: 3 - Council Member Davis, Mayor Gillmor, and Council Member Watanabe

STAFF REPORT

None.

COMMITTEE MEMBERS REPORT

None.

GOOD OF THE ORDER

Stakeholders made various updates on upcoming events.

ADJOURNMENT

The meeting was adjourned at 5:17 PM.

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