



# City of Santa Clara

## Meeting Minutes

### Economic Development, Communications, and Marketing Committee

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12/02/2019

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 - Chair Debi Davis, Member Lisa M. Gillmor, and Member Kathy Watanabe

#### PUBLIC PRESENTATIONS

None.

#### GENERAL BUSINESS

1. [19-1327](#) Presentation by Silicon Valley Central Chamber of Commerce on Live Music/Entertainment in Santa Clara  
  
**Silicon Valley Central Chamber of Commerce President/CEO Nick Kaspar gave a presentation on live music/entertainment at small venues (e.g., restaurants, bars, hotels, etc.) within the City, as well as research conducted on interest for live music and entertainment. The Planning Manager provided background information on the current Zoning Code update that addresses issues related to the approval of live music and entertainment in the City, as well as the administrative process for permit approval. This item was an informational report only, and no action was taken by the Committee.**
2. [19-1328](#) Overview and Discussion of Helen Putnam Award for Excellence Program  
  
**City staff provided an overview of the Helen Putnam Award of Excellence program and the program's 13 award categories. The City Librarian gave a presentation on the accomplishments of the City's Bookmobile program and how the program has positively impacted the community. Chair Davis requested that staff begin working on the 2020 Helen Putnam Award of Excellence program application.**

3. [19-1313](#) Verbal Update on Communications Consultant Statement of Qualifications Process  
**City Contracts Manager Grace Dougherty provided a verbal update on the status of the Communications Consultant Statement of Qualifications (SOQ) process. This item was an informational report only, and no action was taken by the Committee.**
4. [19-1330](#) Update on Community Partners Webpage  
**The Director of Communications provided a verbal update on the Community Partners webpage. This item was an informational report only, and no action was taken by the Committee.**
5. [19-1360](#) Social Media Analytics Quarterly Report  
**The Director of Communications provided a verbal update on the social media analytics quarterly report for Quarter 3 of 2019 (July-September 2019). This item was an informational report only, and no action was taken by the Committee.**
6. [19-1366](#) Verbal Update on Worker Cooperatives  
**This item was moved as the first item under General Business. The City Manager provided a verbal update on the work effort around Worker Cooperatives. Mr. Kirk Vartan thanked the City for their work around Worker Cooperatives and noted that he is available for support (e.g., providing informational resources on worker cooperatives to the City). Additional general comments were made by Committee stakeholders.**

#### **COMMITTEE MEMBERS REPORT**

None.

#### **GOOD OF THE ORDER**

Stakeholders made various updates on upcoming events.

#### **ADJOURNMENT**

The meeting was adjourned at 4:37 p.m.

The Economic Development, Communications, and Marketing Committee meeting was adjourned to February 19, 2020, at 3:00 p.m.