



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

02/19/2020

3:00 PM

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

CALL TO ORDER AND ROLL CALL

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

PUBLIC PRESENTATIONS

Kirk Vartan made general comments regarding community perspective on the Worker Cooperatives work effort and on the outreach to the business community conducted by Project Equity and Sustainable Economics Law Center.

GENERAL BUSINESS

1. [20-161](#) Review 2020 Economic Development, Communications, and Marketing Committee Workplan

Recommendation: Approve the 2020 Economic Development, Communications, and Marketing Committee Workplan.

Assistant City Manager Shikada presented on the proposed 2020 Economic Development, Communications, and Marketing Committee Workplan.

A motion was made by Member Gillmor, seconded by Member Watanabe, and unanimously carried, that the Committee approve the 2020 Economic Development, Communications, and Marketing Committee Workplan.

Aye: 3 - Chair Davis, Member Gillmor, and Member Watanabe

2. [20-162](#) Review Status of Helen Putnam Award for Excellence Application

City staff provided an update on the work effort on Helen Putnam Award for Excellence program application to submit the City's Bookmobile program in the "Community Services and Economic Development" category. This item was an informational report only, and no action was taken by the Committee.

3. [20-163](#) Verbal Update on Banner Policy

Assistant City Manager Shikada provided an update on work effort around the Banner policy and the City's collaboration with Santa Clara University (SCU). SCU Presents Director Butch Coyne made general comments on utilizing the banner poles as marketing tools for the City and as a way to build community partnerships. Hilton Santa Clara General Manager Joseph Eustice made general comments on the possible third-party management of the City's banner poles. Additional general comments were made by Committee stakeholders. No action was taken by the Committee.

4. [20-164](#) Citywide Communications

4.A. Update on Inside Santa Clara Redesign Survey

The Director of Communications reported on the Inside Santa Clara Redesign survey results. This item was an informational report only, and no action was taken by the Committee.

4.B. Update on Community Partners Web Page

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.

4.C. Discuss Special Events Strategic Marketing

Assistant City Manager Bojorquez reported that she and Parks and Recreation Department staff were present to listen to the Committee's feedback on special events strategic marketing. The Chair made comments on the marketing and community involvement for the 40th Art and Wine Festival and other City events. Member Gillmor commented the Committee is looking for a strategic marketing plan for large-scale events (e.g., 40th Art and Wine Festival, State of the City, Reed and Grant Streets Sports Park Opening, CityPlace Groundbreaking Ceremony). No action was taken by the Committee.

4.D. Communications Consultant Overview/Brainstorming

The Director of Communications reported that staff has been working with the communications consultants to develop a workplan. The Director of Communications noted that Meili Chu from Circlepoint was present in the audience to listen to feedback from the Committee and stakeholders and that the meeting audio would be provided to 3fold Communications. Members Gillmor and Watanabe made comments on the CityPlace Groundbreaking Ceremony and involving the community in the event. The stakeholders made general comments. No action was taken by the Committee.

5. [20-165](#) Social Media Analytics Report

The Director of Communications provided a verbal update on the social media analytics quarterly report for Quarter 4 of 2019 (October-December 2019). This item was an informational report only, and no action was taken by the Committee.

COMMITTEE MEMBERS REPORT

None.

GOOD OF THE ORDER

Stakeholders made various updates on upcoming events.

ADJOURNMENT

The Chair called for a Special meeting on March 25, 2020. Prior to adjourning, the Chair invited Youth Commissioner Siya Sharma to speak. Youth Commissioner Sharma made comments on social media strategy. The Chair invited Youth Commissioner Sharma to attend future meetings.

The meeting was adjourned at 4:50 p.m.