



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

08/19/2020

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

CONSENT CALENDAR

[20-320](#)

Economic Development, Communications, and Marketing Committee
Minutes of February 19, 2020

Recommendation: Approve the Economic Development, Communications, and Marketing Committee minutes of February 19, 2020.

A motion was made by Member Gillmor, seconded by Member Watanabe, and unanimously carried, that the Committee approve the Economic Development, Communications, and Marketing Committee meeting minutes of February 19, 2020.

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

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

1. [20-323](#) Update on the Small Business Assistance Grant Program and Discussion on Potential Allocation of \$1.59 Million in CARES Act Funds

Recommendation: This item is to receive input from the Committee in order to provide an recommendation to the full Council for action to fund: (1) Small Business Grant Program, (2) New Program for Businesses to install COVID-related safety improvements, and/or (3) additional funding for the Emergency Rental Assistance Program.

Assistant City Manager Ruth Shikada reported that City recently received an allocation of CARES Act funding from the State totaling \$1,590,000, which can be used to cover unbudgeted expenses incurred from March 1, 2020 through December 31, 2020, to address the public health and public safety impacts of COVID-19, and that staff was seeking input from the Committee in order to provide a recommendation to the full Council for action to fund: (1) Small Business Grant Program, (2) New Program for Businesses to install COVID-related safety improvements, and/or (3) additional funding for the Emergency Rental Assistance Program. Member Gillmor commented that the there are four areas of need: assistance for small businesses, which would include the installation of COVID-related safety improvements; food for students and families; emergency rental assistance; and relief for increased garbage rates, which would enable the City to help all residents in the community. Member Watanabe also agreed that there is a need for small business assistance; continuing the Healthy Meals Program, and the Emergency Rental Assistance Program. Member Watanabe also commented that residents in her district have reached out for information on assistance as utility bills have doubled since the shelter-in-place order and that the continuing the City's utility assistance program was also important.

It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee direct staff to bring back a proposal to full City Council for action to fund assistance for (1) Small Business Grant Program; (2) Healthy Meals Santa Clara weekend meal distribution in the event that the City reinvigorates the program; (3) relief on garbage rate increases for the next 6 months; and (4) additional funding for the Emergency Rental Assistance Program.

2. [20-324](#) Overall Citywide Communications Update

City Manager Deanna J. Santana reported that the City received first place recognition for not one but two categories in the 2020 CAPIO Excellence in Public Information and Communications (EPIC) Awards for the City's website redesign and website launch.

2.A. City COVID-19 Response - Communications Programs

Director of Communications Lenka Wright reported on the City's communications efforts in response to the COVID-19 pandemic (e.g., COVID-19 digital communications, including dedicated City COVID-19 website, dozens of videos and community messages from the Mayor, online programming) and media coverage for Santa Clara's COVID-19 response.

Chair Davis presented a memo on refocusing communication efforts to the Committee. The Committee discussed reallocating communications funds towards COVID-19 pandemic-related communications efforts. Following the Committee's input on refocusing communication efforts, Chair Davis called for a Special meeting on September 2, 2020. It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee direct staff to bring back this item for discussion at a Special meeting and invite CirclePoint to attend.

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

2.B. Social Media Analytics Quarterly Report

Director of Communications Wright provided an update on the quarterly activities of Citywide social media activities for Fiscal Year 2019-20 Quarters 3 and 4. This item was an informational report only, and no action was taken by the Committee.

2.C. Inside Santa Clara Launch and Response

Director of Communications Wright provided an update on the quarterly activities of Citywide social media activities for Fiscal Year 2019-20 Quarters 3 and 4. and on the Inside Santa Clara newsletter redesign and launch efforts. This item was an informational report only, and no action was taken by the Committee.

2.D. Communication Consultants (Love Santa Clara program, other updates)

Director of Communications Wright provided an update on collaborative efforts with the City's communications consultants. Communications & Outreach Manager Lon Peterson reported on the Love Santa Clara initiative. This item was an informational report only, and no action was taken by the Committee.

2.E. Discussion and Potential Action on the Parade of Champion's Proposal for "Honoring Our Heroes" Virtual Event, including Request for Funding

Parade of Champions President Ana Vargas-Smith gave a presentation on the 2020 Santa Clara Virtual Parade of Champions event to honor frontline heroes throughout the COVID-19 pandemic, and requested that the Committee support their request of \$15,000 in funding to assist with the production of the virtual event. The Committee members were supportive of moving the funding request for \$15,000 forward to the full City Council for consideration. It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee direct staff to forward the funding request of \$15,000 to the full City Council for consideration at the August 25, 2020 meeting.

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

3. [20-325](#) Update on Worker Cooperatives

Assistant to the City Manager Robyn Sahid gave a verbal report on Worker Cooperatives and provided an overview of progress made, including the Council's adoption of Resolution No. 20-8823 in support of Worker Cooperatives, inclusion of worker cooperatives in City programs (e.g., Small Business Assistance Grant Program), and the contract signed with Project Equity to conduct a Business Retention Data study and program. Member Gillmor asked staff to provide an additional update to her offline as she will be a panelist at Congressman Ro Khanna's Worker Cooperative Round Table scheduled on September 16, 2020, at 12:00 p.m. Local Business Owner Kirk Vartan made general comments regarding on the Worker Cooperatives work effort. This item was an informational report only, and no action was taken by the Committee.

4. [20-326](#) Update on Helen Putnam Award for Excellence Application Submission

City staff reported that the submission of the City's Bookmobile program was not selected for the 2020 Helen Putnam Award for Excellence in the "Community Services and Economic Development" category and that a review of other programs for possible submission to 2021 Helen Putnam Award for Excellence Program is underway. This item was an informational report only, and no action was taken by the Committee.

5. [20-216](#) Discussion on Use of the \$5 Million San Jose Settlement Funds Designated for Affordable Housing and Transportation

Recommendation: Provide a recommendation to the City Council based on the potential project list for the Santana West Development Project Settlement Affordable Housing and Transportation Funds.

Assistant City Manager Shikada reported that the City received \$5 million from the City of San Jose for affordable housing and transportation improvements in Santa Clara as part of the Santana West Development Project Settlement Agreement. Assistant City Manager Shikada reported that staff identified four potential projects that would help with the City's affordable housing and transportation needs. Assistant Director of Public Works Michael Liw provided an overview of the potential projects for transportation improvements: El Camino Real bicycle lane improvements, Benton Street bicycle lanes study and outreach, and Lick Mill Boulevard pedestrian beacons upgrade traffic safety project. Assistant to the City Manager Jonathan Veach provided an overview of the Charities Housing Affordable Housing Project, which would allow a 100% low-income family housing development with approximately 120 units. It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee recommend that the City Council approve allocating the \$5 million received from the Santana West Development Project Settlement Agreement be allocated as follows: \$1.4 million for the Benton Bicycle Lanes Study and Outreach; \$0.5 million for Lick Mill Boulevard Pedestrian Beacons Upgrade; \$1.5 million for the Charities Housing Affordable Project; and \$1.5 million to Emergency Rental Assistance Program.

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

COMMITTEE MEMBERS REPORT

None.

GOOD OF THE ORDER

Stakeholders made various updates on upcoming events.

ADJOURNMENT

The Chair called for a Special meeting on September 2, 2020. The meeting was adjourned at 5:40 p.m.

A motion was made by Member Gillmor, seconded by Member Watanabe, that this item be Adjourned. The motion carried by the following vote:

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