



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

11/18/2020

3:00 PM

Virtual Meeting

CALL TO ORDER AND ROLL CALL

The Chair called the meeting to order at 3:02 p.m.

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

CONSENT CALENDAR

1. [20-996](#) Economic Development, Communications, and Marketing Committee Minutes of September 2, 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 September 2, 2020.

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

PUBLIC PRESENTATIONS

Atish Varshney gave a brief presentation on Franklin Forward, an art proposal that she made to the Cultural Commission at their November 2, 2020 meeting.

GENERAL BUSINESS

2. [20-997](#) Report and Direction on Grant from the County of Santa Clara's Healthy Cities Program - Tobacco Free Communities

Assistant City Manager Ruth Shikada provided the background on smoking and tobacco regulations in the City addressing the public health concerns of second-hand smoke and turned the presentation over to Management Analyst Jennifer Acuna. Management Analyst Acuna provided a presentation entitled "Report and Direction on Grant from the County of Santa Clara's Healthy Cities Program - Tobacco Free Communities." Member Gillmor commented that she was in support of protecting the community and the City's youth from second-hand smoke and use of tobacco. Member Watanabe reiterated the importance of protecting children in Santa Clara from the tobacco industry. Public comments in support of tobacco regulations were made by Carol Baker (Tobacco Free Coalition of Santa Clara County), Vanessa Marvin (Tobacco Free Coalition of Santa Clara County), Tim Gibbs (Campaign for Tobacco-Free Kids), Blythe Young (American Heart Association), and Margo Sidener (Breathe California). A motion was made by Member Gillmor, seconded by Member Watanabe, and unanimously carried, that the Committee forward the grant proposal to the full City Council for approval.

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

3. [20-998](#) Communications Update

Director of Communications Lon Peterson gave a presentation on update on the City's communications efforts in response to the memo and Committee input from the September 2, 2020 meeting, quarterly activities of citywide social media, and website statistics. This item was an informational report only, and no action was taken by the Committee.

4. [20-1091](#) Verbal Update on Worker Cooperatives

Assistant to the City Manager Robyn Sahid reported that the City will be entering into a contract with Democracy at Work Institute and that the scope of their works includes: partnering with Project Equity, assisting with outreach efforts, hosting informational sessions, providing technical assistance to business, and helping the City develop a sustainable worker cooperatives program. Hilary Abell and Jason Eby from Project Equity presented the initial findings from the business landscape analysis. A public comment was made by Kirk Vartan commending the City on its progress with worker cooperatives. A motion was made by Member Gillmor, seconded by Member Watanabe, and unanimously carried, that the Committee request staff to provide an informational update to the full Council under Special Order of Business at a future Council meeting in January 2021.

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

GOOD OF THE ORDER

SCU Presents Director Butch Coyne thanked Chair Davis for her years of service to the community and for getting Santa Clara University involved with the Committee. Cultural Commissioner Debra von Huene gave an update on the Cultural Commission's latest work efforts. Niall Adler thanked Chair Davis for her work on the Committee and her efforts in helping Mission College. City Manager Deanna J. Santana reported that it was the first day of the Salvation Army Second Harvest food distribution and that over 100 individuals showed up and that people were continuing to pre-register.

ADJOURNMENT

The meeting was adjourned at 5:16 p.m.