



## Agenda Report

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20-161

Agenda Date: 2/19/2020

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### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

Review 2020 Economic Development, Communications, and Marketing Committee Workplan

#### **BACKGROUND**

The Economic Development, Communications, and Marketing Committee (Committee) was established by Council action on February 5, 2019, to consolidate the Economic Development Committee and the Marketing Committee. The Committee focuses on proactive and sustainable economic development, effective communication and community engagement as well as reviews the City's marketing and branding strategies.

#### **DISCUSSION**

To establish and pace the expected workload for 2020, City staff worked with the Committee Chair to develop a proposed workplan (Attachment 1) for the upcoming calendar year. Proposed workplan items include: the Helen Putnam Award for Excellence program application, Citywide communications, social media analytics, special events strategic marketing, continued updates on work effort on worker cooperatives and banner policy, and update on the 2021 International Association of Science Parks (IASP) Conference.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

#### **FISCAL IMPACT**

There is no impact to the City other than administrative staff time.

#### **PUBLIC CONTACT**

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

#### **RECOMMENDATION**

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

Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Proposed 2020 Economic Development, Communications, and Marketing Committee Workplan