



August 16, 2017
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

Organization	Name
City of Santa Clara	Council Member Debi Davis, Chair Mayor Lisa M. Gillmor Council Member Kathy Watanabe Jennifer Yamaguma (Staff Liaison) Larry Owens Maria Le
Chamber of Commerce	Joe Siecinski Ravinder Lal
Convention Center & Visitors Bureau	David Andre Lisa Moreno Victoria San Nicolas
Cultural Commission	Harbir Kaur Bhatia
California's Great America	Roger Ross
Levi's Stadium 49ers Stadium Management	Jim Mercurio Craig Graber
Santa Clara Unified School District	Jennifer Dericco
Santa Clara University	Butch Coyne
Mission College	Niall Adler
Triton Museum	Jill Meyers

Matters for Council Action: None

- Welcome** – Chair Davis called the meeting to order at 4:04 pm
- Minutes from July 19, 2017 were noted and filed**
- Public Presentations** - No presentations from the public
- Website Redesign Project Update** – The Community Relations Manager updated the committee on the community website survey posted online at www.santaclaraca.gov/websurvey. Staff targets to reach at least 383 survey responses and currently almost at 300 responses. A separate survey will be sent to the internal Web Users Group for input. The committee was encouraged to share the survey with their constituency to increase participation from the community. The community website survey closes on September 12. In addition, the consultant VISION will work on User Experience workshops with staff in September.

The website redesign will not only include images and color schemes but additionally determine the best navigation methods and what links are most popular.. Web design will start after feedback from the survey, and a report will be brought to the next Marketing Committee meeting. The goal is to have a release of a new website in the first quarter of 2018.

Larry Owens added that during this time, Silicon Valley Power is also working to launch their community website survey. He stated the website audiences are different since most SVP website users visit to frequent their utility information. Larry added that the “My Utility Account Portal” will not be redesigned with this phase but they are working on a RFP to replace that.

Mayor Lisa Gilmor stated she was glad we are doing this and I would like to see that the homepage includes current news items and what is going on in a news forum. She suggested that recent and topical items need to be on the homepage.

Committee comments included adding news items to the homepage and it was requested that the Community Relations Manager draft a communications plan to present at the next meeting.

Other Communications project updates:

- Town Hall Meetings – bringing City Hall into different areas of town, opening up discussion with possible topics regarding Development Projects, Housing, Transportation Traffic, Public Safety, Environmental Sustainability, Community Development, City Services and Processes.
- City Newspaper *Inside Santa Clara* – published three times per year, averages 15-20 pages plus an insert and was last redesigned in 2015. Sent to all residents/businesses in Santa Clara
- Mission City Scenes – published every month and included in utility bills. Was redesigned earlier this year
- 2018 City Calendar – annual publication will have a theme to promote community engagement
- Open City Hall at the Art and Wine Festival – 12 City booths, participants to share City services. Staff thanked the stakeholders for their donations to be used as prizes as the festival.
- Communications Survey – This survey will focus on the needs of communicating information to the general public and the best ways to do so. Staff plans to launch survey soon. It will be incorporated at the Art and Wine Festival as part of the Open City Hall program.
- Santa Clara Central Park Survey - Deadline August 20. Close to 500 responses so far.
- City Council Meeting Live Streaming Video – Live streaming goes live on August 22 with HD viewing on social media. The Chambers has renovated and added the control booth inside and increased graphics and audio.

Committee comments included having a beam robot and/or phone-in comments as a way for remote participation during Council meetings.

- Santa Clara Source – The Community Relations Manager showed a beta of *SC Source*. The City has developed an innovative tool to share a short video recapping the highlights of Council action items at Council and Stadium Authority meetings.

5. Stakeholder Updates

- Niall Adler, Mission College: Mission College starts classes on August 26. They hosted a Saturday destination registration offering financial aid and counseling help all in one place. Informational nights were held on Wednesdays in August. Mission College requested social media plugs of their posts to share. Councilmember Davis asked if they anticipate traffic issues with the construction and first day of school. Mission College does not anticipate any traffic issues.
- Lisa Moreno, Convention and Visitors Bureau: Crunchy Roll is bringing an anime event with exhibits from August 25-27 drawing several thousands of people. Street banners were installed for the event. The American Contract Bridge Tournament will be coming soon as well as the Bay Area Chess tournaments.
- Annette Manhart, Convention and Visitors Bureau: They will be hosting the CA Association of Young Children utilizing 1300 sleeping rooms and Apps World Group accommodating 900 sleeping rooms. The Convention and Visitors Bureau thanked Council Member Watanabe for bringing two groups in recently. They are working to book including Narcotics Anonymous, National Voluntary Organizations Active in Disaster, and US Bank National in 2020. Staff have attended industry events including one in New Orleans.
- David Andre, Convention and Visitors Bureau: The Convention and Visitors Bureau are currently promoting theme park packages with hotel reservations and have sold over 150 packages. They have been working with student and youth travel organizations to book their stays. Niners game day packages have been updated to allow consumers to come spend some money before games. They have updated photos to highlight City visitor attraction to our website and recently optimized santaclara.org for mobile making it mobile user friendly. They developed Japanese and Chinese translations for materials due to the increased flights coming here through SJC. They have created a virtual tour of Santa Clara on the website showcasing 100 events online. Niell Adler thanked them for the Australian tour group coming in September to Mission College,
- Roger Ross, California's Great America: Great America has updated their Master Plan allowing 40 more years to 2074. They unveiled this week the first steel coaster since 2001 with a 90 ft. drop, a thinner type monorail roller coaster. San Antonio has a plan to do one but we may be the first. Great America wants to reclaim the Northern CA market for Six Flags. 2018 passes started selling today. Roger shared a virtual video of the roller coaster ride.
- Butch Coyne, Santa Clara University: SCU starts in a month. This last year they focused efforts on academics, athletics and marketing to community outreach program. Neighbor Appreciation Night will be held in the art theater. Film series continues throughout the year with films on art, social justices, main stream films, student films and classic films. SCU hosting the Queer Film Festival which includes the Rocky Horror Show with free admission with capacity for 246. Annual Arts Program will be announced in September. Postponed President series until 2018.

- Jill Meyers, Triton Museum: New exhibitions include four new shows with ArtsAble: What Barriers? This exhibition is about finding Vision and Voice for the Disabled (August 19-October 29), Dorothea Lange (August 19-October 29), Cuong Nguyen Pastels (August 19-November 5), Julie Hughes (August 19-October 29). We will host an open reception from 6-8pm this Friday, August 18.
- Craig Graber, Levi's Stadium: The stadium hosted the 2017 CONCACAF Gold Cup Final and International Champions Cup: Real Madrid CF vs Manchester United. On August 6, they hosted the Mission City VeteRun which drew 500 attendees. On August 16, they hosted a Niners Open Practice for just City residents with about 600 attendees. Coldplay will be playing in October. Kickoff luncheon will be held to showcase "one region, one goal, one champion" tagline. In 2019, we plan to kick off our new logo and campaign and showcase Santa Clara. On August 19, Niner home game vs. Denver Broncos with 55-60K attendees anticipated.
- Larry Owens, Silicon Valley Power: No rate increases this year. SVP still offers the average rate and remains among the lowest in CA. SVP voted on the Top 10 list renewable energy folks. SVP was also ranked as #4 on the United States Environmental Protection Agency Green Power Communities List.
- Joe Siecinski, Santa Clara Chamber of Commerce: Chamber is hosting the San Tomas Creek Trail clean up at Levi's Stadium on Tasman Drive on September 19 from 12pm-4:30 pm. Chamber held a Scouts of America Business Experience Day that included mock interviews.
- Cultural Commissioner Harbir Kaur Bhatia: The Commission shared a list of events they are working on. The last event for Summer Concerts in the Park is on August 18. The Commission will honor a proclamation this month for Muslim American Awareness Month. They plan to launch community mixers, plan an International Village event in May 2018 with global dance, art, music and food. Location: TBD. They would like to plan a Citywide Halloween Spooktacular Extravaganza.
- Jennifer Dericco, SCUSD had the first day of school for elementary schools on August 16. The district has been working with Mission College on an early college program for high school students (10th-12th grade) to attend courses at Mission College. Students who graduate will be earning their AA allowing them to enter into technical programs or careers. The Farm Program at Peterson Middle School is underway with community gardens. The District farmer will be taking the lead to rehabilitate the land to for organic farming providing fruits and veggies for a nutrition program. SCUSD is also updating their website and communication plan by January 2018. She indicated that there was no update on the status of joint City/District Project Inspire application with NVIDIA.

6. **Adjournment** – Chair Davis adjourned the meeting at 5:37 pm

7. **Next meeting:** September 20, 2017

Note room location: Redwood Room, Central Park Library