



**MEETING MINUTES  
July 19, 2017**

**Committee Members Present:**

City of Santa Clara	Council Member Davis, Chair Mayor Gillmor Council Member Watanabe Jennifer Yamaguma (Staff Liaison)
Silicon Valley Power	Larry Owens
Convention & Visitors Bureau	David Andre
Chamber of Commerce	Chris Horton
Cultural Commission	Loretta Beavers
Santa Clara Convention Center	Lisa Moreno
California's Great America	Roger Ross
Santa Clara Unified School District	Jennifer Dericco
Santa Clara University	Butch Coyne
Mission College	Niall Adler
Triton Museum	Preston Metcalf
San Francisco 49ers	Craig Graber

**Matters for Council Action: None**

**1. Call to Order/Roll Call**

The meeting was called to order at 4:05 pm

**2. Public Presentations**

None

**3. Approval of Minutes from June 21, 2017**

**MOTION** was made by Watanabe and unanimously approved that the Minutes from the June 21, 2017 meeting be adopted as written.

**4. Update on Kickoff for Website Redesign Project**

Evan Blanco, Project Manager from Vision Internet, gave a presentation on the City's current Web Redesign project. Goals and objectives, current project status and next steps were covered during the presentation. The goal of the project is to create a website that is representative of the City and one which enhances community, user experience, transparency and accessibility. A User Experience Workshop will take place in September and the graphic design phase of the project is set for the 4<sup>th</sup> quarter of 2017 with the soft

launch date being late 1<sup>st</sup> and 2<sup>nd</sup> quarter of 2018. Surveys for the public and stakeholders will be conducted to solicit feedback. Chair Davis asked that this project be highlighted during an upcoming Council meeting.

**5. Review of Methodology and Strategy for a Community Survey Related to Communications**

Community Relations Manager gave a brief presentation on this item which came out of a Council Goal Setting meeting. The survey, scheduled for distribution in fall 2017, will ask for feedback on preferences for digital media, printed media, and what types of information the community is looking for. The surveys also serve the purpose of increasing community understanding and awareness of City services and issues. Larry Owens offered to share his process for customer surveys with the CMO and Niall Adler of Mission College also offered to send the survey out to the students.

**6. Review of Goals and Objectives for MySantaClara-Phase II**

The City's app, MySantaClara, was first launched in May 2015 and at the time, included reporting graffiti and weeds. Since then, other service request options have been added, most recently submitting noise complaints throughout the City. Other areas of interest, such as development projects, utilities, activities and classes and job openings have also been added over time. The next phase of the app will be undertaken by the Communications Division with the hope to have a more strategic approach on marketing and outreach, as well as rebranding and reorganizing the information for ease of use. Chair Davis would like to speak with the Senior Center about offering classes to assist seniors with downloading the MySantaClara app.

**7. Stakeholder Updates**

Santa Clara University – Student orientation currently taking place

Mission College – Reviewed a new job website opportunity for Mission College students

Great America – Great America had a busy summer and in August, there will be a major announcement of what is to come for the park's future in August.

Convention Center – An annual scrapbooking event will take place July 28 through July 29 and approximately 2k attendees are expected. The Blue Tarp project will take place the week of July 31. Bricks by the Bay (Legos) will take place on August 6 and the Flash Memory Summit is scheduled for August. An anime/art work event will take place August 25-27. The Convention Center has hosted over 400 events this fiscal year which is 20 more than last year.

Chamber of Commerce & Convention Center Visitor's Bureau - Provided an update on the VisitSantaClara.org website and noted the most popular translated pages are Japanese, Spanish, Chinese and Korean.

Triton Museum - Currently the museum has five visually impaired artists' works on display. The museum has been hosting school tours and workshops this summer.

Levi's Stadium - The Stadium Links event was very popular with 2,400 attendees present over the 3 day period. Soccer games including the Gold Cup final will be taking place and large crowds are expected.

Silicon Valley Power – Noted another successful sales growth and no rate increases for electricity are expected for 2018.

Santa Clara Unified School District - August 16<sup>th</sup> will be the first day of school for the school district. The HAWK crossing signals and their usefulness in keeping pedestrians safe was noted. The third annual Firehouse Run will take place on December 10 and everyone is welcome to participate.

Cultural Commission - A new resident's community mixer will take place at the Northside Library next month and the annual Street Dance will take place August 4.

**8. Adjournment**

The Chair adjourned the meeting at 5:47 pm