



October 18, 2017
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

Organization	Meeting Attendees
City of Santa Clara	Council Member Deb Davis, Chair Council Member Kathy Watanabe Jennifer Yamaguma, CMO Larry Owens, SVP Gaurav Garag, IT Director Maria Le, CMO
Chamber of Commerce	Ravinder Lai Nick Kaspar
Cultural Commission	Loretta Beavers
Santa Clara Unified School District (SCUSD)	Jennifer Dericco
Santa Clara University (SCU)	Butch Coyne
Mission College	Niall Adler
Triton Museum	Jill Meyers

Matters for Council Action: None

- Welcome** – Chair Davis called the meeting to order at 4:03 pm
- Minutes from September 20, 2017 were noted and filed.**
- Public Presentations** – Paul Creger presented slides on his input on the website redesign for the City's website.

4. **New Business**

Website Redesign Project:

The Community Relations Manager presented a status update on the Website Redesign Project. Staff are currently reviewing wire frames from the web consultant Vision. A sample wire frame using “Anchor Scrolling” was presented to the committee. In addition, staff will take a training on how to write for website correctly. Part of the training will instruct staff how to create index tags so website content can be easily searched. General survey feedback has been that website users are unable to find what they are looking for. The City held a community meeting at Central Library for the Website Redesign on October 12. A second focus group will be held on November 30 at the Senior Center.

There was a Committee discussion and another update will be presented at the next meeting.

Halloween Home Decorating Contest:

Entries are still coming in and the contest entries close on October 25 and judging will occur on October 27. California’s Great America will be donating tickets to the Haunt or Winterfest to winners.

5. **Stakeholder Updates:**

- Niall Adler, Mission College: Mission College will be opening the New Student Engagement Center on January 24, 2018. They will be demolishing the main building and make it a new space for the center. On October 30, they will host STEM week with special guest NASA Astronaut Jose Hernandez who grew up in Central Valley.
- Roger Ross, CA Great America: Halloween Haunt season is underway with the last three weekends being the busiest times in past seasons. Winterfest is also coming up soon. The Master Plan has been approved and the park has started to pour new concrete for the new Railblazer rollercoaster. The steel track has arrived for the Railblazer.
- Butch Coyne, SCU: Santa Clara University is hosting free movies and free music events for the community with the goal to get more folks on campus. SCU Presents is currently looking for a Marketing manager with an arts background. SCU is also hiring for part-time office admin if anyone knows of someone.
- Jill Meyers, Triton Museum: The Triton Museum will host a Halloween Party 6-8pm on 10/26 with games and treats for ages 3 and up. Reception on 11/19 from 2-4pm for an annual competition of artists featuring 126 pieces in two galleries for the competition. Antique roadshow is coming in January 2018. Chair Davis suggested using the Old Quad newsletter to promote the antique roadshow information.
- Larry Owens, Silicon Valley Power: SVP appreciates our partners posting information of EV parking spaces available on their websites. SVP is currently working on sponsorships for Great America on their tree lighting. SVP showed a video of how they power the Winterfest event at CA Great America with green power.

- Nick Kaspar, Chamber of Commerce: Chamber reported that the Economic Development Committee is ramping up and also efforts are made to focus on workforce development. Chamber is also putting a focus on training for job seekers with employers. Chamber will be hosting a Women in Leadership business group in January. There will also be a Women in Business event on 10/26 from 11:45 am – 1pm at Flemings. NOVA will be assisting the job fair and providing services. Ravinder announced that Nick has been promoted to Interim Director.
- Loretta Beavers, Cultural Commission: The Commission is already scheduling the Summer Concert 2018 Series. They just kicked off Friday Night Live with Aztec Dance event and next month Friday Night Live will feature Folklorico Las Aureles.
- Jennifer Derrico, SCUSD : Last week at the Board meeting, six semifinalists who made National Merit Scholars were recognized. On October 4, students will have a special visit from renowned Children's Author Patricia Polacco. The first planting at Peterson School will be done next week for Fall / Winter harvest. Students engaged in STEM activities coming soon.

6. Meeting Adjourned at 5:19pm