



City of Santa Clara

Meeting Agenda

Economic Development, Communications, and Marketing Committee

Wednesday, August 19, 2020

3:00 PM

City Hall Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the City of Santa Clara has implemented methods for the public to participate remotely:

- Via Zoom:
 - o <https://santaclaraca.zoom.us/j/98889046964>
 - Meeting ID: 988 8904 6964 or
 - o Phone: 1(669) 900 6833
- Submit comments via email to mayorandcouncil@santaclaraca.gov.

For those individuals that do not have the above access, the City Council Chambers have been set up to accommodate up to 10 people at a time and public comment will be given from that location.

The meeting set-up is in line with the recommendations of the COVID-19 White House Task Force, which notes no more than 10 people gatherings. A limited number of staff will also be present.

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

20-320 [Economic Development, Communications, and Marketing Committee Minutes of February 19, 2020](#)

Recommendation: Approve the Economic Development, Communications, and Marketing Committee minutes of February 19, 2020.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

1. 20-323 [Update on the Small Business Assistance Grant Program and Discussion on Potential Allocation of \\$1.59 Million in CARES Act Funds](#)

Recommendation: This item is to receive input from the Committee in order to provide an recommendation to the full Council for action to fund: (1) Small Business Grant Program, (2) New Program for Businesses to install COVID-related safety improvements, and/or (3) additional funding for the Emergency Rental Assistance Program.

2. 20-324 [Overall Citywide Communications Update](#)
- 2.A. City COVID-19 Response - Communications Programs
 - 2.B. Social Media Analytics Quarterly Report
 - 2.C. Inside Santa Clara Launch and Response
 - 2.D. Communication Consultants (Love Santa Clara program, other updates)
 - 2.E. Discussion and Potential Action on the Parade of Champion's Proposal for "Honoring Out Heroes" Virtual Event, including Request for Funding

3. 20-325 [Update on Worker Cooperatives](#)

4. 20-326 [Update on Helen Putnam Award for Excellence Application Submission](#)

5. 20-216 [Discussion on Use of the \\$5 Million San Jose Settlement Funds Designated for Affordable Housing and Transportation](#)

Recommendation: Provide a recommendation to the City Council based on the potential project list for the Santana West Development Project Settlement Affordable Housing and Transportation Funds.

COMMITTEE MEMBERS REPORT

GOOD OF THE ORDER

ADJOURNMENT

The Economic Development, Communications, and Marketing Committee is adjourned to November 18, 2020.