



City of Santa Clara

Meeting Agenda

Economic Development, Communications, and Marketing Committee

Wednesday, August 18, 2021

3:00 PM

Virtual Meeting

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:
<https://santaclaraca.zoom.us/j/93233648097>
Webinar ID: 932 3364 8097
- By Phone: (669) 900-6833
- Submit comments via email to mayorandcouncil@santaclaraca.gov.

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

1. 21-466 [Economic Development, Communications, and Marketing Committee Meeting Minutes of May 19, 2021](#)

Recommendation: Approve the minutes of the May 19, 2021 Economic Development, Communications, and Marketing Committee regular meeting.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

2. 21-467 [Informational Report on the COVID-19 Small Business Assistance Grant Programs](#)

Recommendation: Note and file this informational report on COVID-19 Small Business Assistance Grant Programs.

3. 21-480 [Update on Santa Clara Convention Center Sales and Marketing Efforts](#)

4. 21-1129 [Action on Recommended Modifications to P&P 049 Community Grant Policy and Request for Direction on Alternative Grant Processes and No-Fee Parade Permits](#)

ITEM TO BE DISTRIBUTED ON AUGUST 16, 2021.

5. 21-476 [Verbal Report on Status of Downtown Ground Leases: Commerce Plaza and Peddler's Plaza](#)

6. 21-73 [Communications Update](#)

STAFF REPORT

COMMITTEE MEMBERS REPORT

ADJOURNMENT

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. If a person wishes to challenge the nature of the above section in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Santa Clara, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the City of Santa Clara will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The City of Santa Clara will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the City's programs, services, and activities. The City of Santa Clara will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by the City in an appropriate alternative format. Contact the City Clerk's Office at 1 408-615-2220 with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.