



Agenda Report

25-1168

Agenda Date: 1/14/2025

REPORT TO COUNCIL

SUBJECT

Action on Appointments to City Committees and Outside Agency Committees for the 2025 Calendar Year and Approve Clarification of the Role of the Audit Committee and Approve the Revision of the former Economic Development, Marketing and Communications Committee to the Economic Development and Marketing Committee (Ad Hoc)

BACKGROUND

On an annual basis, the City compiles a list of appointments of City Councilmembers to serve on City Committees and other regional outside agency Committees for review and consideration by the City Council. The Mayor routinely proposes recommendations for the appointments of City Councilmembers to serve as members or alternate members on the various City Committees and outside agency Committees.

The recommendations for appointments are reviewed and approved by the City Council. The final proposed recommendations for outside agencies will be provided to agency and staff liaisons for those committees to be implemented in accordance with their appointment processes.

Prior to presenting the Mayor's committee appointment recommendations for 2025, below is a discussion of limitations to the appointment of Councilmembers to the City Select Committee and the Human Trafficking Commission. Additionally, background is provided on the Economic Development and Marketing Committee as changes to the Committee are proposed.

Santa Clara County Cities Association - City Selection Committee

For the City Selection Committee of the Santa Clara County Cities Association, Government Code sections 50270 et seq. requires that the membership of the City Selection Committee shall be the Mayor or the Mayor's designee.

County of Santa Clara Human Trafficking Commission

In addition, for the County of Santa Clara Human Trafficking Commission, the representative for the City Santa Clara shall be the Mayor or the Mayor's designee, based on the bylaws of the Commission.

Economic Development and Marketing Committee

As background, the Economic Development, Communications, and Marketing Committee was established by City Council action on February 5, 2019, to consolidate the Economic Development Committee and the Marketing Committee. The Committee was intended to focus on proactive economic development and effective communication, as well as review the City's marketing and branding strategies. However, due to limited staffing as well as significant increases in employee workload related to the City's response to COVID-19 and budget reductions, the Committee has not

met. In 2024, the City Manager implemented a restructuring of personnel within the City Manager's Office and, in alignment with a City Council Priority, reassigned personnel to create a Director of Economic Development & Sustainability position. The Director Economic Development & Sustainability has been assigned to provide staff support to the Committee.

Additionally, it is important to note that while the Committee has not met, the City Council took action in 2021 to create and launch Discover Santa Clara™, which serves as the official destination marketing organization for Santa Clara.

Discover Santa Clara is charged with the marketing, promotion, and selling of Santa Clara and the Santa Clara Convention Center as the destination of choice to national, regional, and local organizations and as a premium destination for conventions, meetings, trade shows, athletics, and group leisure events. Discover Santa Clara strives to:

- Raise awareness about Santa Clara, California as a Silicon Valley, Bay Area, and Northern California destination for overnight visitation.
- Increase overnight visitation to Santa Clara hotels and destination, focusing on filling lower occupancy time periods.
- Generate new convention/meetings/citywide business through the development of a competitive citywide package, featuring Santa Clara hotels and the Santa Clara Convention Center.
- Outreach to meeting/event planners and other travel buyers, developing prospects for new business.

The organization is funded by the Santa Clara Tourism Improvement District (SCTID) and is governed by a Board of Directors, with quarterly reports on its performance provided to the City Council.

Staff recommends adjusting the name of the Committee from the Economic Development, Communications and Marketing Committee to the Economic Development & Marketing Committee (Ad Hoc). The change removes the term "communication" from the title to clarify that the primary focus of the Committee is related to the City's economic development and marketing activities, and does not include the varied communication services that are provided by the City's Communication Division under the direction of the City's Public Information Officer. Additionally, the change to an Ad Hoc committee is recommended to convey that the scope of the Committee will be limited in duration, and following 2025, the City Council will assess the continuation or adjustments to the Committee.

It is proposed that the Committee consist of three members of the City Council, with one Chair and two members, and one alternate member. The Committee would meet at least quarterly as a non-Brown Act body with various staff members, including the Director of Economic Development & Sustainability, the City Manager, Assistant City Manager(s), and the City Attorney.

Upon the appointment of members to the Committee, staff plans to calendar an initial meeting in the month of February. The agenda will include an update from Discover Santa Clara as well as a focus on economic impact opportunities and business engagement regarding the 2026 events including Super Bowl LX and FIFA World Cup 2026.

Neighborhood Stadium Relations Committee

On February 7, 2023, the City Council discussed the potential formation of a Neighborhood Stadium Relations Committee. Based on Council direction and a separate ongoing third-party review that includes an assessment of neighborhood impacts from Stadium events, staff will return with additional information and a recommended approach to address stadium neighborhood relations at a future meeting.

DISCUSSION

Staff has brought forth the proposed recommendations from Mayor Lisa Gillmor for the appointments for the 2025 City Committees and Outside Agency Committees (Attachment 1). At the January 14, 2025 City Council meeting, the City Council will review and discuss any potential amendments to the proposed recommendations.

For 2025, Mayor Lisa Gillmor has proposed the following appointments for the 2025 City Committees and Outside Agency Committees; the proposed appointments remain the same as the previous year of 2024, with the exceptions of the following recommended changes shown in bold:

City Committees

- **American with Disabilities Act (ADA) Committee**
 - Appoint Councilmember Raj Chahal as Chair
 - Appoint as **Councilmember Kevin Park** as Alternate
- **Audit Committee**
 - Appoint **Councilmember Karen Hardy** as Chair
 - Appoint **Councilmember Albert Gonzalez** as Member
 - Appoint Councilmember Kevin Park as Member
 - Appoint Councilmember Raj Chahal as Alternate
- **Bicycle and Pedestrian Advisory Committee (BPAC)**
 - Appoint Councilmember Karen Hardy as Chair
 - Appoint Councilmember Suds Jain as Alternate
- **Economic Development & Marketing Committee (Ad Hoc)**
 - Appoint **Mayor Lisa M. Gillmor** as Chair
 - Appoint **Councilmember Kelly G. Cox** as Member
 - Appoint **Councilmember Albert Gonzalez** as Member
 - Appoint **Councilmember Karen Hardy** as Alternate
- **Governance and Ethics Committee**
 - Appoint Councilmember Kevin Park as Chair
 - Appoint Councilmember Suds Jain as Member
 - Appoint Councilmember Raj Chahal as Member
 - Appoint **Councilmember Kelly G. Cox** as Alternate

Outside Agency Committees

- **Association of Bay Area Governments (ABAG) (General Assembly)**
 - Appoint Councilmember Kevin Park as Member
 - Appoint **Councilmember Albert Gonzalez** as Alternate
- **Bay Area Water Supply and Conservation Agency (BAWSCA)**
 - Appoint Councilmember Karen Hardy as Member (Continues 4-year term ending June 30, 2027)
- **Caltrain Modernization Local Policymaker Group (CalMod)**
 - Appoint **Councilmember Raj Chahal** as Member
 - Appoint **Councilmember Suds Jain** as Alternate
- **Cities Association of Santa Clara County Board of Directors**
 - Appoint **Councilmember Kelly G. Cox** as Member
 - Appoint **Mayor Lisa M. Gillmor** as Alternate
- **Cities Association of Santa Clara County City Selection Committee**
 - Appoint Mayor Lisa M. Gillmor as Member
- **Cities Association of Santa Clara County Legislative Action Committee**
 - Appoint **Councilmember Kelly G. Cox** as Member
 - Appoint Councilmember Suds Jain as Alternate
- **City / Mission College Liaison Committee:**
 - Appoint **Councilmember Albert Gonzalez** as Chair
 - Appoint **Councilmember Raj Chahal** as Member
 - Appoint Councilmember Karen Hardy as Member
 - Appoint **Councilmember Kevin Park** as Alternate
- **City / Santa Clara Unified School District (SCUSD) School Liaison Committee:**
 - Appoint **Councilmember Raj Chahal** as Chair
 - Appoint **Councilmember Albert Gonzalez** as Member
 - Appoint Mayor Lisa M. Gillmor as Member
 - Appoint Councilmember Suds Jain as Alternate
- **Grand Boulevard Initiative Task Force / El Camino Real**
 - Appoint Councilmember Raj Chahal as Member
 - Appoint Councilmember Suds Jain as Alternate
- **Human Trafficking Commission**
 - Appoint **Mayor Lisa M. Gillmor** as Member
 - Appoint **Councilmember Kevin Park** as Alternate
- **Joint Recycled Water Policy Advisory Committee**
 - Appoint Councilmember Karen Hardy as Member

- Appoint **Councilmember Albert Gonzalez** as Alternate
- **League of California Cities - Peninsula Division**
 - Appoint Councilmember Kevin Park as Member
 - Appoint Councilmember Suds Jain as Alternate
- **Neighborhood University Relations Committee (NURC):**
 - Appoint Councilmember Suds Jain as Chair
 - Appoint Councilmember Raj Chahal as Member
 - Appoint Councilmember Kevin Park as Member
 - Appoint **Councilmember Albert Gonzalez** as Alternate
- **Northern California Power Agency (NCPA)**
 - Appoint Councilmember Suds Jain as Member
 - Appoint **Councilmember Karen Hardy** as Alternate
- **Police Activities League (PAL)**
 - Appoint **Councilmember Kelly G. Cox** as Member
 - Appoint **Mayor Lisa M. Gillmor** as Alternate
- **Recycling and Waste Reduction Commission of Santa Clara County (RWRC)**
 - Appoint **Councilmember Albert Gonzalez** as Member (Note: Central County appointee alternates with Santa Clara and Milpitas)
- **San Francisco Bay Area Regional Water System Financing Authority**
 - Appoint Councilmember Karen Hardy as Member
- **San Jose/Santa Clara Clean Water Financing Authority**
 - Appoint Councilmember Kevin Park as Member
 - Appoint **Councilmember Suds Jain** as Member
 - Appoint **Councilmember Karen Hardy** as Alternate
- **San Jose/Santa Clara Treatment Plant Advisory Committee (TPAC)**
 - Appoint Councilmember Karen Hardy as Member
 - Appoint **Mayor Lisa M. Gillmor** as Member
 - Appoint **Councilmember Raj Chahal** as Alternate
- **Santa Clara County Expressway Plan 2040 Policy Advisory Board (PAB)**
 - Appoint **Councilmember Karen Hardy** as Member
 - Appoint **Councilmember Kevin Park** as Alternate
- **Santa Clara Sister Cities Association**
 - Appoint Councilmember Kevin Park as Member
 - Appoint **Councilmember Raj Chahal** as Alternate

- **Santa Clara Valley Transportation Authority (SCVTA) Board of Directors**
 - Appoint Councilmember Suds Jain as Member
- **Santa Clara Valley Transportation Authority (SCVTA) Policy Advisory Committee (PAC)**
 - Appoint Councilmember Raj Chahal as Member
 - Appoint Councilmember Kevin Park as Alternate
- **Santa Clara Valley Water Commission (SCVW)**
 - Appoint Councilmember Karen Hardy as Member
 - Appoint **Councilmember Suds Jain** as Alternate
- **Silicon Valley Animal Control Authority (SVACA)**
 - Appoint Councilmember Raj Chahal as Member
 - Appoint **Councilmember Kelly G. Cox** as Alternate
- **Silicon Valley Regional Interoperability Authority (SVRIA) Board of Directors**
 - Appoint Councilmember Karen Hardy as Member (Note: Santa Clara alternates primary member position with Sunnyvale and Milpitas)
- **Stevens Creek Corridor Steering Committee**
 - Appoint **Councilmember Kelly G. Cox** as Member
- **Triton Museum of Art Liaison Committee**
 - Appoint Councilmember Kevin Park as Member
 - Appoint Councilmember Raj Chahal as Alternate

As part of the recommendations for appointments, Mayor Lisa Gillmor requested to include a summary of the total appointments proposed for each member of City Council based on the 2025 recommendations. Below is a summary of the total assignments for each City Councilmember:

- Mayor Lisa Gillmor: 5 total Committee assignments (includes a Cities Association Selection Committee and Human Trafficking Commission that mandates that the member shall be the Mayor), 2 total Alternate Committee assignments
- Councilmember Albert Gonzalez: 5 total Committee assignments, 3 total Alternate Committee assignments
- Councilmember Raj Chahal: 9 total Committee assignments, 3 total Alternate Committee assignments
- Councilmember Karen Hardy: 10 total Committee assignments, 3 total Alternate Committee assignments
- Councilmember Kevin Park: 8 total Committee assignments, 5 total Alternate Committee assignments
- Councilmember Suds Jain: 5 total Committee assignments, 7 total Alternate assignments
- Councilmember Kelly G. Cox: 5 total Committee assignments, 2 Alternate Committee assignments

Audit Committee Procedural Clarification

Currently, the role of the Audit Committee is described as follows on the City's website: "Reviews the annual independent audits, Comprehensive Annual Financial Report, Single Audit Report, Electric Utility Financial Statements, Stadium Authority Financial Statements, and City Auditor's Annual Report. Meetings are attended with independent auditor." However, additional City and Stadium-related items beyond those noted have come before the Committee in the past several years. Examples include (1) review of the City-wide risk assessment, (2) review of the College Football Playoff revenues and expenses, and (3) a review of non-NFL event net income. Items such as a review of SVP's power purchase agreements, and a review of FMS financial procedures and controls for the Stadium Authority, have been included in the City Auditor's workplan reviewed and approved by the Committee. In order to clarify that the role of the Audit Committee includes a number of items not currently included in the committee's description, staff proposes the following expanded scope:

Reviews the annual independent audits, Comprehensive Annual Financial Report, Single Audit Report, Electric Utility Financial Statements, Stadium Authority Financial Statements, and City Auditor's Annual Report. *In addition, the Committee reviews a variety of City and Stadium Authority audits and reports as described in the City Auditor's Workplan, as well as the Workplan itself.* Meetings are attended with an independent auditor.
(Proposed language in *italics*.)

When Stadium-related items are agendaized, it shall be noted on the Agenda that the members of the Committee are acting in their capacity as Stadium Authority Board Members. Please note that due to the vacancy in the City Auditor position, the Audit Manager has been acting in the capacity of City Auditor and Stadium Authority Auditor.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City other than staff time.

COORDINATION

This report has been coordinated by the City Manager's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

1. Approve the Recommendations for Appointments to the 2025 City Committees and Outside Agency Committees as presented, subject to any amendments Council may propose and

approve;

2. Approve the clarification of the role of the Audit Committee to include a variety of City and Stadium Authority audits and reports as described in the City Auditor's Workplan, as well as the Workplan itself; and
3. Approve the revision of the former Economic Development, Marketing and Communications Committee to the Economic Development and Marketing Committee (Ad Hoc).

Reviewed by: Maria Le, Assistant to the City Manager, City Manager's Office

Approved by: Jovan D. Grogan, City Manager

ATTACHMENTS

1. Proposed 2025 City Committees and Outside Agency Committee List