



DRAFT MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
Friday, March 27, 2026

At 2:05 p.m. Vice Chair Kaing called the special Economic Development Committee meeting to order at the Quinlan Conference Room, 10185 North Stelling Road and via Teleconference and Teleconference Locations Pursuant to Gov. Code 54953(b)(2): Park Hyatt, Lobby, 1201 24th St NW, Washington, DC 20037; JW Marriott Pune, Lobby, Senapati Bapat Rd, Laxmi Society, Model Colony, Shivajinagar, Pune, Maharashtra 411016, India

ROLL CALL

Present: Vice Chair Selina Kaing (participated remotely), Committee Members Manjari Asawa, Claudio Bono, Jack Carter, Balaram Donthi, Tracy Kosolcharoen, and R “Ray” Wang (participated remotely). Absent: Chair Jane Lin, Committee Member Jennifer Yip.

POSTPONEMENTS – None

ORAL COMMUNICATIONS – None

PUBLIC HEARINGS – None

OLD BUSINESS – None

NEW BUSINESS

1. Subject: Business License Amnesty Program Outreach to Shopping Centers.
Recommended Action: Approve EDC outreach to local shopping center businesses to raise awareness of the Business License Amnesty Program.

Written communications for this item included staff presentation.

Economic Development Manager Daniel Degu introduced Acting Director of Administrative Services, Jonathan Orozco, and they both gave a presentation.

Committee members asked questions which staff responded to.

Vice Chair Kaing opened the public comment period and, seeing no one, closed the public comment period.

MOTION: Bono moved and Carter seconded to approve EDC outreach to local shopping center businesses to raise awareness of the Business License Amnesty Program. The motion carried with the following vote: Ayes: Kaing, Asawa, Bono, Carter, Donthi, Kosolcharoen, Wang. Noes: None. Absent: Lin, Yip. Abstain: None.

2. Subject: Cupertino Business Outreach Program Participation.
Recommended Action: Approve EDC outreach to local businesses to collect feedback using Cupertino Business Outreach Program questionnaire.

Written communications for this item included staff presentation.

Economic Development Manager Daniel Degu gave a presentation.

Committee members asked questions which staff responded to.

Vice Chair Kaing opened the public comment period, and seeing no one, closed the public comment period.

MOTION: Bono moved and Kosolcharoen seconded to approve the agency outreach to local businesses to collect feedback using Cupertino Businesses Outreach Program questionnaire for as long as privacy laws and questions that are going to be asked were vetted prior to and to include the QR code for additional feedback and questionnaires in regard to the amnesty program card. The motion carried with the following vote: Ayes: Kaing, Asawa, Bono, Carter, Donthi, Kosolcharoen, Wang. Noes: None. Absent: Lin, Yip. Abstain: None.

3. Subject: Cupertino Summer of Celebrations Shop Local Campaigns.
Recommended Action: (1) Approve EDC outreach to local eateries to encourage participation in the City's upcoming Cupertino Summer of Celebrations Shop Local Campaigns. (2) Establish a subcommittee to develop ideas for marketing Cupertino before and during the campaigns, with a focus on encouraging out-of-town visitors to shop, dine, and stay at local hotels, and direct the subcommittee to provide an update at the next regular EDC meeting on April 30, 2026.

Written communications for this item included staff presentation.

Economic Development Manager Daniel Degu gave a presentation.

Committee members asked questions which staff responded to.

Vice Chair Kaing opened the public comment period and, seeing no one, closed the public comment period.

MOTION: Kosolcharoen moved and Bono seconded to approve EDC outreach to local eateries to encourage participation in the City's upcoming Cupertino Summer of Celebrations Shop Local Campaigns. The motion carried with the following vote: Ayes: Kaing, Asawa, Bono, Carter, Donthi, Kosolcharoen, Wang. Noes: None. Absent: Lin, Yip. Abstain: None.

MOTION: Kosolcharoen moved and Carter seconded to establish a subcommittee comprising of Committee Members Bono and Donthi, with the opportunity for Committee Member Yip to accept the nomination if she chooses. The motion carried with the following vote: Ayes: Kaing, Asawa, Bono, Carter, Donthi, Kosolcharoen, Wang. Noes: None. Absent: Lin, Yip. Abstain: None.

4. Subject: City Event Sponsorships through Public-Private Partnerships.
Recommended Action: Establish a subcommittee to help identify potential business sponsors for City events in 2026, and direct the subcommittee to provide an update at the next regular EDC meeting on April 30, 2026.

Vice Chair Kaing opened the public comment period and, seeing no one, closed the public comment period.

MOTION: Kosolcharoen moved and Kaing, Bono, and Wang seconded to approve the staff recommended action to establish a subcommittee to help identify potential business sponsors for city events, including Committee Members Asawa, Bono, Wang and Donthi. The motion carried with the following vote: Ayes: Kaing, Asawa, Bono, Carter, Donthi, Kosolcharoen, Wang. Noes: None. Absent: Lin, Yip. Abstain: None.

5. Subject: Economic Development Incentives for Retail, Small Businesses, and Startups.
Recommended Action: Establish a subcommittee to explore potential economic development incentives to preserve existing retail, encourage new types of retail, and support small businesses and startups, and direct the subcommittee to provide an update at the next regular EDC meeting on April 30, 2026.

Vice Chair Kaing opened the public comment period and, seeing no one, closed the public comment period.

MOTION: Bono moved and Donthi seconded to establish a subcommittee to explore potential economic development incentive to preserve existing retail and encourage new types of retail and support small businesses and startups and direct a subcommittee

composed of Committee Members Kosolcharoen, Bono, Asawa, and Carter to provide an update on the next regular EDC meeting on April 30, 2026. The motion carried with the following vote: Ayes: Kaing, Asawa, Bono, Carter, Donthi, Kosolcharoen, Wang. Noes: None. Absent: Lin, Yip. Abstain: None.

STAFF AND COMMITTEE REPORTS

Committee Member Bono reported on hotel status during the Super Bowl.

Committee Member Wang reported that subcommittee updates were good and suggested encouraging survey participation by raffling off a one-year business license as an incentive.

Committee Member Donthi spoke about statistics for the Superbowl Campaign.

FUTURE AGENDA SETTING –

Committee members added the following agenda items.

Establish a Fourth of July Committee (Wang, Kosolcharoen)

ADJOURNMENT

At 3:42 p.m., Vice Chair Kaing adjourned the special Economic Development Committee Meeting.

Minutes prepared by:

Lindsay Nelson, Administrative Assistant