



**DRAFT MINUTES**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
Thursday, January 29, 2026

At 1:01 p.m. Economic Development Manager Daniel Degu called the Regular 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): Marriott Marquis Lobby, 1535 Broadway, New York, New York, 10036.

**ROLL CALL**

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

Committee members introduced themselves.

**APPROVAL OF MINUTES**

1. Subject: Approval of November 17, 2025 Minutes  
Recommended Action: Approval of November 17, 2025 Minutes

MOTION: Bono moved and Kosolcharoen seconded to approve the November 17, 2025 Economic Development Committee Minutes. The motion carried with the following vote: Ayes: Lin, Asawa, Bono, Kosolcharoen, Wang, Yip. Noes: None. Absent: Kaing. Abstain: Carter, Donthi.

**POSTPONEMENTS – None**

Councilmember R “Ray” Wang introduced himself.

**ORAL COMMUNICATIONS – None**

**PUBLIC HEARINGS – None**

**OLD BUSINESS – None**

**NEW BUSINESS**

2. Subject: Presentation on Marketing and Engagement Tools for Promoting Cupertino During the Big Game Celebration.  
Recommended Action: 1. Receive presentation on marketing and engagement tools for promoting Cupertino during the Big Game celebration.  
2. Approve EDC outreach to local eateries encouraging participation in the City's Shop Local campaign in celebration of The Big Game.

Economic Development Manager Daniel Degu, Senior Business Systems Analyst Adam Araza and Communications and Marketing Coordinator Jo Nguyen gave a presentation.

Committee members asked questions which staff responded to.

Committee members' recommendations included:

- Utilize paid search strategies to support marketing efforts.
- Emphasize the importance of staying locally in Cupertino, not just dining within the city.
- Release a major press announcement to highlight key initiatives.
- Explore methods to analyze search results and marketing data to better evaluate current strategies.

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

MOTION: Donthi moved and Bono seconded to approve EDC outreach to local eateries encouraging participation in the City's Shop Local campaign in celebration of The Big Game. The motion carried with the following vote: Ayes: Lin, Asawa, Bono, Carter, Donthi, Kosolcharoen, Wang, Yip. Noes: None. Absent: Kaing. Abstain: None.

3. Subject: Review and Approve Proposed EDC Regular Meeting Schedule for 2026  
Recommended Action: Approve the 2026 EDC regular meeting schedule, establishing quarterly meetings to be held at 1:00 p.m. at the Quinlan Community Center on the last Thursday of the first month of each quarter.

Committee members asked questions which staff responded to.

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

MOTION: Bono moved and Lin seconded to approve the meeting schedule. The motion carried with the following vote: Ayes: Lin, Asawa, Bono, Carter, Donthi,

Kosolcharoen, Wang, Yip. Noes: None. Absent: Kaing. Abstain: None.

**FUTURE AGENDA SETTING** – None.

**ADJOURNMENT**

At 1:51 p.m., Chair Lin adjourned the Regular Economic Development Committee Meeting.

Minutes prepared by:

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Lindsay Nelson, Administrative Assistant