



CUPERTINO

CITY OF CUPERTINO

AGENDA

ECONOMIC DEVELOPMENT COMMITTEE

10185 North Stelling Road, Quinlan Conference Room and via Teleconference; and Teleconference Location Pursuant to Gov. Code 54953(b)(2) Marriott Marquis Lobby, 1535 Broadway, New York, New York, 10036

Thursday, January 29, 2026

1:00 PM

IN-PERSON AND TELECONFERENCE / PUBLIC PARTICIPATION INFORMATION OPTIONS TO OBSERVE:

Members of the public wishing to observe the meeting may do so in one of the following ways:

- 1) Attend in person at Quinlan Community Center, Conference Room, 10185 N. Stelling Road.
- 2) Watch a live stream online at <https://youtube.com/@cupertinocitycommission>.
- 3) Attend in person at a remote Teleconference Location noticed pursuant to Gov. Code 54953(b)(2), which location, if noticed, would be stated on the cover page of this agenda.

OPTIONS TO PARTICIPATE AND COMMENT:

Members of the public wishing to address the Economic Development Committee may do so in the following ways:

- 1) Appear in person at Quinlan Community Center, Conference Room, 10185 N. Stelling Road:
 - A. During "Oral Communications", the public may comment on matters not on the agenda, and for agendized matters, the public may comment during the public comment period for each agendized item.
 - B. Speakers are requested to complete a Speaker Card. While completion of Speaker Cards is voluntary and not required to attend the meeting or provide comments, it is helpful for the purposes of ensuring that all speakers are called upon.
 - C. Speakers must wait to be called and may begin speaking when recognized by the Chair.
 - D. Speakers are limited to three (3) minutes each. However, the Chair may reduce the speaking time depending on the number of people who wish to speak on an item. A speaker representing a group of 2 to 5 or more people who are present may have up to 2 minutes per group member, up to 10 minutes maximum.
 - E. Please note that due to cyber security concerns, speakers are not allowed to connect any personal devices to any City equipment. However, speakers that wish to share a document (e.g. presentations, photographs or other documents) during oral comments may do so by:

a. E-mailing the document to EDC@cupertino.gov by 11:00 a.m. and staff will advance the slides/share the documents during your oral comment.

2) Written communications as follows:

A. E-mail comments to EDC@cupertino.gov.

B. Regular mail or hand delivered addressed to the: Cupertino Economic Development Committee, City Hall, 10300 Torre Avenue, Cupertino, CA 95014

C. Comments addressed to the Economic Development Committee received by 12:00 p.m. on the day of the meeting will be included in written communications published and distributed before the beginning of the meeting.

D. Comments addressed to the Economic Development Committee received after the 12:00 p.m. deadline, but through the end of the Commission meeting, will be posted to the City's website by the end of the following business day.

3) Teleconference in one of the following ways:

A. Online via Zoom on an electronic device (Audio and Video): Speakers must register in advance by clicking on the link below to access the meeting:

https://cityofcupertino.zoom.us/webinar/register/WN_9sjZ_lh9QcmzV5e8waajpQ

a. Registrants will receive a confirmation email containing information about joining the webinar.

b. Speakers will be recognized by the name they use for registration. Once recognized, speakers must click 'unmute' when prompted to speak.

c. Please read the following instructions about technical compatibility carefully: One can directly download the teleconference (Zoom) software or connect to the meeting in their internet browser. If a browser is used, make sure the most current and up-to-date browser, such as the following, is used: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers, including Internet Explorer.

B. By Phone (Audio only): No registration is required in advance and speakers may join the meeting as follows:

a. Dial 669-900-6833 and enter WEBINAR ID: 884 8703 6504

b. To "raise hand" to speak: Dial *9; When asked to unmute: Dial *6

c. Speakers will be recognized to speak by the last four digits of their phone number.

C. Via an H.323/SIP room system:

H.323 Information:

144.195.19.161 (US West)

206.247.11.121 (US East)

Meeting ID: 884 8703 6504

SIP: 88487036504@zoomcrc.com

D. Online via the teleconferencing device (Audio and Video) being used to provide access to the meeting from a remote Teleconference Location noticed pursuant to Gov. Code 54953(b)(2), which location, if noticed, would be stated on the cover page of this agenda.

- a) Speakers are required to notify the City Clerk via email to cityclerk@cupertino.gov prior to noon on the date of the meeting during which they plan to participate and comment from the remote location noticed to ensure the City Clerk is prepared to accept their comment.
- b) If the teleconferencing device malfunctions impeding access to the meeting from the remote location, the speaker may alternatively participate via the other options for remote participation provided above.

ROLL CALL

APPROVAL OF MINUTES

1. Subject: Approval of November 17, 2025 Minutes
Recommended Action: Approval of November 17, 2025 Minutes
[A - Draft Minutes](#)

POSTPONEMENTS

ORAL COMMUNICATIONS

This portion of the meeting is reserved for persons wishing to address the Committee on any matter within the jurisdiction of the Committee and not on the agenda. Speakers are limited to three (3) minutes. In most cases, State law will prohibit the Commission from making any decisions with respect to a matter not on the agenda.

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.
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, on the following dates: January 29, April 30, July 30, and October 29, 2026.

STAFF AND COMMITTEE REPORTS

FUTURE AGENDA SETTING

ADJOURNMENT

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48 hours in advance of the meeting to arrange for assistance. In addition, upon request in advance by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

Any writings or documents provided to a majority of the members after publication of the agenda will be made available for public inspection. Please contact the City Clerk's Office in City Hall located at 10300 Torre Avenue, Cupertino, California 95014, during normal business hours.

IMPORTANT NOTICE: Please be advised that pursuant to Cupertino Municipal Code section 2.08.100 written communications sent to the City Council, Commissioners or staff concerning a matter on the agenda are included as supplemental material to the agendized item. These written communications are accessible to the public through the City website and kept in packet archives. Do not include any personal or private information in written communications to the City that you do not wish to make public, as written communications are considered public records and will be made publicly available on the City website.