



DRAFT MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
Thursday, November 17, 2025

At 2:04 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 Location: The City Dr S, Suite 450, Orange, CA 92868; 3 Xing An Road, Pearl River New City, Tianhe District, Guangzhou, GUA, China, 510623.

ROLL CALL

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

OPENING REMARKS AND INTRODUCTIONS

Councilmember Wang provided opening remarks. Committee Members introduced themselves.

APPROVAL OF MINUTES – None

POSTPONEMENTS – None

ORAL COMMUNICATIONS – None

PUBLIC HEARINGS – None

OLD BUSINESS – None

NEW BUSINESS

1. Subject: Elect Chair and Vice Chair positions
Recommended Action: Elect Chair and Vice Chair positions

Economic Development Manager Daniel Degu introduced the item.

Committee Members nominated themselves for the Chair and Vice Chair positions.

Economic Development Manager Daniel Degu opened the public comment period, and seeing no one, closed the public comment period.

MOTION: Kaing moved and Bono seconded to nominate a Chair and Vice Chair. The Committee did not vote on this motion.

MOTION: Bono moved to nominate himself as Chair. This motion did not have a second and was not considered.

MOTION: Kosolcharoen moved and Wang seconded to nominate Committee Member Lin as chair. The motion carried with the following vote:
Ayes: Bono, Kosolcharoen, Lin, Yip. Noes: Asawa, Kaing, Wang. Absent: Carter, Donthi. Abstain: None.

MOTION: Bono moved to nominate himself as Vice Chair. This motion did not have a second and was not considered.

MOTION: Kaing moved and Wang seconded to nominate Committee Member Kaing as Vice Chair. The motion carried with the following vote: Ayes: Kaing, Kosolcharoen, Lin, Wang, Yip. Noes: Asawa, Bono. Absent: Carter, Donthi. Abstain: None.

2. Subject: Discuss Economic Opportunities in 2026: Super Bowl LX, FIFA World Cup, and Cupertino TV Show
Recommended Action: Discuss Economic Opportunities in 2026: Super Bowl LX, FIFA World Cup, and Cupertino TV Show

Economic Development Manager Daniel Degu gave a presentation.

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

Committee Members made the following recommendations:

- Form two subcommittees: one for partnerships and one for messaging/branding.
- Prepare local businesses (restaurants, hotels, transportation, etc.) for increased tourism associated with upcoming 2026 events.
- Develop unified communications for the city, including a dedicated website, consistent messaging, and coordinated social media.
- Create marketing materials such as a short promotional video, city-approved logos, visitor maps, and QR-code tools linking to attractions and services.
- Highlight the city's lesser-known assets (wineries, golf, shopping, outdoor spaces) in

addition to its technology identity.

- Provide visitor guidance including lodging options, travel info, attractions, and activity suggestions.
- Explore event activations (e.g., themed gatherings, tastings, fairs, community events) that do not require broadcast rights.
- Coordinate transportation solutions such as shuttles or partnerships to reduce the need for rental cars.
- Establish clear goals and KPIs (e.g., sales tax changes, lodging tax, hotel occupancy, traffic counts, media impressions, website analytics).
- Allocate budget for marketing, SEO (Search Engine Optimization), and related materials and services.
- Leverage regional event-host networks and partnerships for broader exposure.
- Revisit the subcommittee proposal and budget discussion as a formal agenda item at the next meeting.

MOTION: Kosolcharoen moved and Kaing seconded to create a subcommittee to discuss 1. Partnerships 2. Messaging, positioning, and branding.

The Committee did not vote on this motion.

3. Subject: Brainstorming session on the 2026 Economic Development Committee (EDC) Work Plan Projects

Recommended Action: Brainstorming Session on the 2026 EDC Work Plan Projects

Economic Development Manager Daniel Degu gave a presentation.

Committee Members made the following recommendations:

- Tourism should be a major focus for 2026 due to upcoming large events; however, foundational work such as business outreach, regulatory improvements, and data collection remains equally important.
- Update surveys to better understand issues related to permitting, zoning, vehicular circulation, and leasing cost.
- Suggestions included reviewing zoning definitions that limit synergistic uses (e.g., gyms, childcare), improving communication around business licenses, and exploring successful strategies from nearby cities such as pop-up events and business districts.
- Business owners reported that although rents are higher, Cupertino generates significantly stronger revenue, and these success stories could help attract new businesses.
- Members noted that Cupertino lacks entertainment options for younger residents and that expanding social and recreational amenities could strengthen the business environment.

- Staff clarified that the work plan does not need to be finalized now; discussion will continue in December with formal adoption expected in early 2026.

Chair Lin opened the public comment period and the following people spoke:

- Darcy Paul

Chair Lin closed the public comment period.

FUTURE AGENDA SETTING – None.

ADJOURNMENT

At 3:35 p.m., Chair Lin adjourned the Regular Economic Development Committee Meeting.

Minutes prepared by:

Lindsay Nelson, Administrative Assistant