

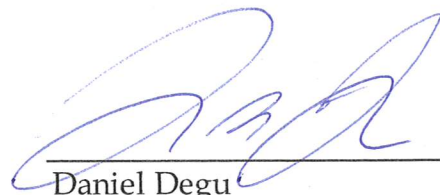
OFFICE OF THE CITY CLERK

CITY HALL
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CUPERTINO.ORG

**ECONOMIC DEVELOPMENT COMMITTEE
NOTICE OF CANCELLATION**

NOTICE IS HEREBY GIVEN that the special meeting of the Economic Development Committee scheduled for Thursday, December 11, 2025 beginning at 3:30 p.m. at Quinlan Community Center, 10185 N. Stelling Road, Cupertino, CA 95014, is cancelled.

Dated this 11th day of December, 2025



Daniel Degu
Liaison



CITY OF CUPERTINO

AGENDA

CUPERTINO ECONOMIC DEVELOPMENT COMMITTEE

10185 North Stelling Road, Quinlan Conference Room and via Teleconference
Thursday, December 11, 2025
3:30 PM

Special Meeting

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>.

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 agenda items, the public may comment during the public comment period for each agenda 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 1:00 p.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 EDC@cupertino.gov received by 1:00 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 received after the 1:00 p.m. deadline, but through the end of the Committee 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_HWPctFk1Ruusu_d6abGigA

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: 875 2034 2199

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: 875 2034 2199

SIP: 87520342199@zoomcrc.com

NOTICE AND CALL FOR A SPECIAL MEETING OF THE CUPERTINO ECONOMIC DEVELOPMENT COMMITTEE

NOTICE IS HEREBY GIVEN that a special meeting of the Cupertino Economic Development Committee is hereby called for Thursday, December 11, 2025, commencing at 3:30 p.m. in Quinlan Community Center Conference Room, 10185 North Stelling Road, Cupertino, California 95014 and via teleconference. Said special meeting shall be for the purpose of conducting business on the subject matters listed below under the heading, "Special Meeting."

SPECIAL MEETING

ROLL CALL

INTRODUCTIONS

APPROVAL OF MINUTES

1. Subject: Approval of November 17, 2025 Economic Development Committee minutes
Recommended Action: Approve November 17, 2025 Economic Development Committee 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 Week of Super Bowl LX.

Recommended Action: a. Receive presentation on marketing and engagement tools for promoting Cupertino during the Week of Super Bowl LX.

b. Provide input on the list of marketing and engagement tools for promoting Cupertino during the week of Super Bowl LX.

c. Select two EDC members to participate in a promotional video.

d. Approve the establishment of a subcommittee to focus on partnerships, branding and messaging, and outreach to restaurants and hotels.

3. Subject: Review Updated List of Potential 2026 EDC Work Plan Projects

Recommended Action: Review the updated list of potential 2026 EDC Work Plan projects, identify which projects should be retained or removed, and return in January 2026 with a draft 2026 Work Plan that includes the selected projects, corresponding objectives, and estimated timeline.

4. Subject: Review Proposed EDC Regular Meeting Schedule for 2026

Recommended Action: Approve the 2026 EDC regular meeting schedule, establishing quarterly meetings on the second Monday of the month at 3:30pm in the Quinlan Community Center, on the following dates: January 12, April 13, July 13, and October 12.

CITY COUNCIL SUBCOMMITTEE REPORTS

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 agenda 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.