



CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
Wednesday, April 16, 2014, 4 p.m.

AGENDA

1. Welcome & Introductions Chair Davis
2. Bringing Your Brand to Life Juan Carlos, HBS
Community Partners Alumni
3. Marketing Strategies Rob Harper, NBC News
 - a. Integrated Broadcast Media Marketing Partnerships Staff
 - b. Outdoor Advertising and Community Messaging All
 - c. Other Successes
4. Harvard Business School Alumni Community Partners Project Update Chris Greene, HBS
Community Partners Alumni
5. Marketing & Branding Updates All
6. Public Presentations
7. Adjournment Chair Davis