



CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
October 15, 4 p.m. - 6:00p.m.

AGENDA

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|---|----------------|-----------|
| 1. Welcome | Chair | 4:00 p.m. |
| 2. Presentation of survey results & community and employee feedback | Red Peak Group | 4:05 p.m. |
| 3. Review strategic and creative potential of top taglines | Red Peak Group | 4:30 p.m. |
| 4. Work Session
<i>Outcome: Narrow tagline(s) for further creative development.</i> | All | 4:45 p.m. |
| 5. Marketing & branding updates | All | 5:30 p.m. |
| 6. Additional public comment | Public | 5:55 p.m. |
| 7. Adjournment | Chair | 6:00 p.m. |