



City of Santa Clara
MARKETING COMMITTEE MEETING
 Wednesday, December 17, 4 p.m.
 Central Park Library

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Julio Fuentes Sheila Tucker Ruth Shikada Gaurav Garg Jamie Calnan Larry Owens Cheri Fulk
Santa Clara University	Butch Coyne
Mission College	Daniel Peck
Santa Clara Chamber of Commerce	Steve Van Dorn
Santa Clara Convention Center	Lisa Moreno
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	David Andre
Triton Museum	Jill Meyers
California's Great America	Kent Russell
Triton Museum	Jill Myers
Guests:	
Red Peak	Cathy Mevs Andrew Haug

Matters for Council Action: None

1. **Welcome and Introductions**

Meeting called to order at 4:06 p.m. Red Peak reviewed the agenda and the goal and expected outcome of the meeting.

2. **Review strategic and creative routes for options 1, 2 and 5**

See attachment for full presentation.

Summary of Santa Clara Design Presentation #2 Feedback:

- Based on the strategy and the goals of the re-branding effort, the Committee selected "Center of What's Possible" as the recommended tagline and it is to be combined with the design approach of Route 2 (with some adjustments, to create a new, blended version of routes 1 and 2).

FONTS:

- Generally, the font and bolding of “mission” on route 2 were liked as it gave the impression of professionalism and had a timelessness appeal.
- In route 1, there was still concern with the use of cursive in terms of legibility and the unpopularity of cursive in schools. It was suggested that moments for a more expressive font could be determined at a later date.
- A preference was expressed for the name of the city written across two lines “City of” and then “Santa Clara” beneath.

COLOR:

- The color palette of Route 2 was recommended, though there were concerns about potential washout of the salmon color.
- Some felt the colors didn't go well with the Silicon Valley Power logo and recommended different combination when they're locked up together.

SEAL:

- The Committee was open to revising the seal and liked the direction Red Peak recommended, though it needs a few adjustments.
- The word “incorporated” can be removed entirely.
- Explore on the black and white version whether there is too much black space under the mission image. (Can a white line separate it? Can the angle of the building be adjusted as to not attract too much attention to the left area of the building?)
- The thick ring around the seal (from route 2) was disliked in favor of the thinner line around Route 1.

MAP:

- The Committee suggested there be a review and process to identify moments for the map to be used without it being too overpowering to the overall system.
- In combination with the idea of the center of what's possible, the map feels like it has real potential as a way of selling to businesses and positioning the city.
- Some continued to express concerns about understanding the meaning of the map.

TAGLINE:

- With “Center of What's Possible” we need to find ways of showing how the tagline can show both the past and future of Santa Clara. This is a city with a visionary history and a progressive future ahead of it and this line can leverage that with great copy to go with it.
- “Find Your Mission Here” was still preferred by some and we were asked to see about how we can incorporate the idea as a headline or in copy addressed at a less business-oriented target.

3. **Work Session**

Outcome: Narrowed down to 1 tagline, “Center of What's Possible” but the committee will meet again in January 2015 to finalize decision and creative route.

4. **Super Bowl 50 local event planning update**

In the earlier Super Bowl Planning Committee meeting, the group discussed the recent council actions approving the event planning, contingency funding and fundraiser. In addition it was noted that the Council directed that Super Bowl event planning to go through the Marketing Committee in the future. It was agreed that a standing item will be added to the agenda in order to update the Marketing Committee on Super Bowl event planning. Staff presented a

high level overview of the sponsorship strategy and noted that looking forward, Basecamp will be used to collaborate, share documents and assist in the planning of each event.

5. **Marketing & branding updates**

None.

6. **Public Comment**

None

7. **Adjournment**

Meeting adjourned at 5:57p.m.