



CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
April 15, 2015; 4:00 p.m. – 6:00 p.m.

AGENDA

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| 1. Welcome | Chair | 4:00 p.m. |
| 2. Update on brand guidelines & employee training | Staff | 4:05 p.m. |
| 3. Final brand templates | Staff | 4:15 p.m. |
| 4. Discussion about media launch strategy for new brand | Staff | 4:30 p.m. |
| 5. Discussion about “key” to the City | Staff | 4:45 p.m. |
| 6. Update on local events for Super Bowl 50 | Staff | 5:00 p.m. |
| 7. Stakeholder updates | All | 5:15 p.m. |
| 8. Adjournment | Chair | 6:00 p.m. |