



CITY OF SANTA CLARA  
MARKETING COMMITTEE MEETING  
Margie Edinger Room  
Central Park Library  
2635 Homestead Road  
Santa Clara, CA  
May 20, 2015; 4:00 p.m. – 6:00 p.m.

AGENDA

- |  |       |           |
|--|-------|-----------|
| 1. Welcome   | Chair | 4:00 p.m. |
| 2. Update on brand implementation                                      | Staff | 4:05 p.m. |
| a. Media pitch   |       |           |
| b. Employee sessions   |       |           |
| c. New templates   |       |           |
| d. Mobile App  |       |           |
| e. Website   |       |           |
| f. What's Possible Profiles  |       |           |
| g. Other   |       |           |
| 3. Discussion about gifts for City Visitors (see City Policy attached) | Staff | 4:45 p.m. |
| 4. Update on local events for Super Bowl 50                            | Staff | 5:00 p.m. |
| 5. Stakeholder updates   | All   | 5:30 p.m. |
| 6. Adjournment   | Chair | 6:00 p.m. |



## GIFTS FOR CITY VISITORS AND SPECIAL EVENTS

### *POLICY*

Certain guidelines were adopted regarding the presentation of gifts on behalf of the City of Santa Clara. Gifts may be given to City visitors or on special occasions, and gifts or token exchange items may be taken to conferences. City Council approval is required for gifts of items from Class I and Class II. Individual Council Members may utilize reasonable numbers of items from all other classes without obtaining full Council approval. Commissioners and Department Heads need Council approval for items from Classes I-III, with a request to the City Manager required for items from Class IV.

### *PROCEDURE*

Class I. For heads of states, mayors, governors, and upper echelon officials, the following gifts (Class I) may be given:

- ◆ Memento inscribed with City emblem or masthead
- ◆ City of Santa Clara flag, 3' by 5'
- ◆ Potential presentation items (as available) provided by the Santa Clara Chamber/Convention Visitors Bureau.

Note: Memento is preferred over the flag for ease of display and quality workmanship. The flag is offered as an option, only.

Class II. For immediate subordinates to individuals listed in Class I, the following gift (Class II) may be given:

- ◆ Tiles, paperweights, etc. inscribed with City emblem

Class III. For lesser dignitaries but not usually entire groups, the following gifts (Class III) may be given:

- ◆ Fancy City pins/tie tacks, All-America City pins, coffee mugs
- ◆ Other items purchased from City store

Class IV. For members of clubs, groups, and businesses, depending on group size and occasion; schools; and when Class III gifts would be inappropriate, the following gifts (Class IV) may be given:

- ◆ "I Love Santa Clara" buttons
- ◆ Pens, magnets, other token City items
- ◆ Copies of the City's annual report (appropriate accompaniment gift for Class III items or other areas)



## GIFTS FOR CITY VISITORS AND SPECIAL EVENTS (cont.)

- ◆ Other small Chamber/CVB, utility, specialty items as available

The Chamber of Commerce is asked to acquire appropriate amounts of each specified item from within the limits of the City's budget, with the exception of City flags and the annual report/calendar, which are ordered by the Purchasing Department and the City Manager's Office, respectively.

A portion of the City's gift budget should be held for any special gifts as may be deemed necessary for an upper echelon official or other special needs.

*Reference: City Council–approved guidelines September 2003*