



CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
June 17, 2014, 4 p.m. - 6:00p.m.

AGENDA

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| 1. Welcome | Chair | 4:00 p.m. |
| 2. Update on City Website and Launch | Staff | 4:05 p.m. |
| 3. Update on My SC Mobile App | Staff | 4:15 p.m. |
| 4. Update on use Branding and City Staff Feedback | Staff | 4:25 p.m. |
| 5. Update on local events for Super Bowl 50 | Staff | 4:35 p.m. |
| 6. Update on gifts for City Visitors | Staff | 5:35 p.m. |
| 7. Stakeholder updates | All | 5:45 p.m. |
| 8. Public Comment | Public | 5:55 p.m. |
| 9. Adjournment | | 6:00 p.m. |