



City of Santa Clara

MARKETING COMMITTEE MEETING
Wednesday, August 19, 2015, 4 p.m.
Central Park Library

Organization	Name
City of Santa Clara	Debi Davis, Chair Sheila Tucker Jennifer Yamaguma Gaurav Garg Laura Lee Hillary Keith Jim Teixeira Jamie Calnan
Santa Clara University	Butch Coyne
Santa Clara Chamber of Commerce	Roy Truitt
Santa Clara Convention Center	Lisa Moreno
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	David Andre
49ers	Rahul Chandhok
Triton Museum	Jill Myers
California's Great America	Rodger Ross

GUESTS:

Peggy Kennedy, Kennedy Event Marketing
Stephanie Martin, SB Host Committee
Rosie Spaulding, SB Host Committee
Kevin Moore, Member of Public

1. **Welcome and Introductions**

The Chair welcomed the group and reviewed the agenda.

2. **Update on brand implementation**

Implementation of the city's new brand is underway with assets being developed. An e-mail template will be released to internal staff soon. The committee discussed concerns that outside agencies or city departments may not be using the new brand material properly. In order to prevent this, staff will need to ensure all departments are aware of standards and are going through the City Manager's Office for approval before use.

3. **Update on City's new website and soft launch**

After many meetings and a large amount of input from city departments, the city is ready to launch its new website. The new website is designed to be more photo-centric and will feature a rotating banner and has been re-categorized to make the site more user-friendly. There will be drop-in

sessions at the library and senior center to help citizens get familiar with the new look and feel of the website. The new website will be brought to council on August 25, 2015. Afterwards a survey and press release will be issued. The new website is set to officially launch on August 31st.

City staff is still working to develop an outreach strategy to target visitors and residents before the Super Bowl. There will be a lot of attention brought to Santa Clara during this time and many promotional opportunities will be available. City staff recognizes that it will be important to make sure the local community feels comfortable and not forgotten while bringing awareness to residents. There are discussions going with Discover to do a 32 page special edition insert and with Explorer, a local hotel book, to produce a feature piece. Price, dates and potential partnerships are still being evaluated.

4. Discussion about gifts for City Visitors (see gift ideas & City Policy attached)

Due to the age and outdated style of the city's current gifts, staff is looking to update stock and integrate the new brand. To align with current policy, there are four different categories in which new gift options will be designed. Staff put together a list of items for each category and the committee generally liked the items but since two council members were not present, the item was deferred to September meeting.

5. Update on local events for Super Bowl 50

Tree Lighting: Plans are coming together and a contract with Special Lights has been signed. A request has been made for NFL players to attend and sign autographs. There will be a tree brought in and stages will be covered to account for possibility of rain, with space for about 5,000 people. An Ice rink will be a recreation event through the season but it will be featured at tree lighting event. Skating and lessons will be available at Central Park the weekend prior to Thanksgiving.

Concert & Fireworks: Event is scheduled for January 31st at Mission College. The first sub-committee meeting was held last week and planning continues to take shape. There has been a fireworks contract signed and next item to go to council will be security agreement which is being finalized now. Contract with Harmony Artists is complete and work to find an entertainer for the event is underway.

Public Art: Artist Linda Serrano has begun crafting the sculpture, "Anything's Possible." The bronze is being cast next Wednesday and everything remains on schedule. The casting will be filmed and photos will be taking as more progress is made. The host committee is interested in sharing photos and building story around the process to post on their website.

Art Exhibit: Gridiron Glory's exhibit designer came and looked at the Triton Museum in order to begin design plans for the exhibit. Preview date of exhibit is tentatively scheduled for Friday, January 15, 2016. The exhibit will be open to the public January 16th-February 6th. Plans are pending official layout from NFL. The city's fundraiser has developed two packages for private events to be held during the evenings.

Run: Fun run event details are still being developed at this time. Easy Day Sports is in talks with stadium management and NFL event planners to finalize date and location of race. Once the date is finalized, EDS will determine if a contingency plan is needed due to the possibility of a local pay off game before SB 50.

Black & Gold Ball: An event management contract has been signed with e2k, a local company that has worked with the 49ers and several other football teams. The sub-committee has narrowed down performers to three choices and is waiting to hear who accepts the city's offer. There is also

interest in booking an emcee and celebrity chef for event. Discussions regarding invitations, guest list and sponsorships continue.

Super Celebration: A sub-committee of city and University staff is currently working with Caravents to plan event. A group went to Gilroy Garlic Festival to review behind the scenes logistics in order to learn how to best plan a festival event. Staff also met with rotary club about their interest in assisting with beer & wine, VIP areas and with county health to ensure all permit deadlines are met for flavor event. Celebrity sweat is locked in but still need to confirm sponsors. Other areas that need to be developed include ticketing, a rain contingency plan, coordination of football players and cheerleaders and charitable component of event.

Stem Bowl: Discussions with CBS have been in works to possibly partner on a “Stem Bowl” and Innovation Showcase event with Chevron and the 49er Foundation on December 9th. The event is designed to engage and inspire Bay Area eight graders in STEM disciplines/careers.

Volunteers: The city will host a volunteer fair on August 29th and will work with the police department and Live Scan to process applications. Additional volunteers fairs will be held. Host Committee noted that they have over 6,000 volunteers they can let assist but they have not been cleared through Live Scan.

Regional collaboration: A meeting was held with fifty cities to help develop ideas to unite the region during the Super Bowl period. During the meeting attendees assisted to brainstorm and create a smaller group that will be meeting regularly to develop ideas.

Fundraising: One company has been confirmed for their sponsorship but has asked it remain confidential at this time. Kennedy Event Marketing is in active discussions with about 20-25 additional companies.

Host committee: New England will be doing a bi-coastal celebration on Thursday, September 10th to start the official football season. There will be a local celebration in San Francisco located near the ferry building at 4:30 p.m. The event will include performers such as Ellie Golding and Train and will be free to the public.

6. Stakeholder Updates

- Triton First Friday events will begin in September.
- Convention center is working with NFL on all events that will be held there but final plans are not yet confirmed.
- Great America is working to plan a Super Bowl pavilion event.
- The Santa Clara visitor guide has been updated and distributed in local airports and other areas.
- Congressman Honda is using the 50 awesome things to do in Santa Clara campaign and hotels have shared on social media. Channel 5 has covered twice.
- A photo booth and social media sharing site will be featured at the Art & Wine festival.

7. Adjournment

Next meeting Schedule for September 16, 2015 at 4:00 p.m.