



**City of
Santa Clara**
The Center of What's Possible

MARKETING COMMITTEE

Central Park Library
2635 Homestead Road
Santa Clara, CA 95050
Margie Edinger Room

October 21, 2015
4:00 p.m. – 6:00 p.m.

REVISED MEETING AGENDA

<u>Topic</u>	<u>Lead</u>	<u>Time</u>
1. Welcome	Chair	4:00 p.m.
2. FY2015-16 Advertising and Marketing Strategy	Jennifer Yamaguma/ Articulate Solutions	4:05 p.m.
3. SB50 Local Event Marketing Strategy	Jennifer Yamaguma/ Articulate Solutions	4:20 p.m.
4. Update on Digital Readerboards	Sheila Tucker	4:30 p.m.
5. Update on Local Events for SB50	Sheila Tucker	4:35 p.m.
6. Fundraising/Sponsorship Program	Peggy Kennedy	5:00 p.m.
7. Regional Collaboration	Sheila Tucker	5:15 p.m.
8. San Francisco Bay Area Super Bowl 50 Host Committee Update	Host Committee	5:20 p.m.
9. Stakeholder Updates	All	5:30 p.m.
10. Adjournment	Chair	6:00 p.m.

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