



September 18, 2015  
3:00 p.m. – 5:00 p.m.

**MEETING MINUTES**

<b>Organization</b>	<b>Name</b>
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Julio Fuentes Sheila Tucker Jennifer Yamaguma Hilary Keith James Teixeira Gaurav Garg Rajeev Batra Jamie Calnan Liz Brown
The Plaza Suites	J.P. Rollin
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	David Andre
Triton Museum	Jill Meyers
Santa Clara Convention Center/Chamber of Commerce	Annette Manhart

**GUESTS:**

Peggy Kennedy, Kennedy Event Marketing

1. **Welcome**

The chair welcomed the group and reviewed the agenda.

2. **Update on brand implementation**

Branding has been implemented on Council meeting title screens and on Channel 15. Positive feedback has been received with regard to the reformatted "Inside Santa Clara. Chairperson Davis requested a review of the budget impact of having four editions per year, versus the current three. The City is preparing to enter into an agreement with a marketing and advertising consultant shortly that will focus on the 2015-16 media strategy.

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

The new website went live on August 31, 2015. Community forums are being held to engage and educate residents on how to easily and effectively use the new website features. An Open City Hall survey is now active to solicit feedback from the community. Part of the 2015-16 media strategy includes a robust social media campaign. Staff will host a social media booth to promote all social media outlets at the Art & Wine Festival, September 19-20, 2015.

4. **Discussion about gifts for City Visitors**

Staff continues to develop ideas for new city gifts and asked for the group's feedback to narrow the options down to further evaluate pricing and needs. The Committee requested that staff do some additional research on a "key to the city," that is more contemporary and is presented on a plaque or other engraved casing. The majority of the items were well received (see gift list attached).

5. **Update on local events for Super Bowl 50**

**Tree Lighting:** Construction of the ice rink starts next week and will be completed before Thanksgiving in order to host a 25-minute ice show. The Tree Lighting event will include a "Santa's Workshop" theme and include food, entertainment and media. The tree lighting and fireworks start the countdown to kickoff and the concert after will last approximately 45 minutes and feature free skate sessions during this time.

**Concert/Fireworks:** A counter-offer has been made with a head liner band. Staff is working to negotiate their rider.

**Public Art:** The completion of the sculpture is on schedule. Staff and members of the Cultural Commission attended the bronzing for the quarterback. The artist will begin next working on the child. Possible dedication on January 6, 2016 is pending funding for event.

**Gridiron Glory Exhibit:** The Best of the Pro Football Hall of Fame will be on display at Triton Museum of Art beginning mid-January. The Exhibit was recently mentioned in the Countdown to Gold show after the first 49ers game. While uncertain how many visitors will come to the Triton, the exhibit has been extremely successful in prior locations. The event is still anticipated to be free to the public and there are sponsorship packages available for private events.

**Super Run:** Easy Day Sports continues to work to develop the route. They are continuing to work to get access to the stadium if possible or look to end the race near the stadium. Advertising for this event will begin in November, 2015.

**Black & Gold Ball:** E2k has been contracted to plan event as private ticketed event with a performer. However, some concerns were raised about the ticket prices and the ability to recover costs. Emphasis was placed on covering the cost of the event the sponsorships and ticket prices. The Committee will discuss the status of fundraising efforts and next steps at the October meeting.

**Super Celebration:** Santa Clara University has dedicated a full time event manager to assist with planning. The City and SCU are still working to finalize an MOU. Michael Mina has been asked to demo food. The Rotary Club has committed to manage the beer and wine gardens. Staff is working to make the Super Celebration a zero waste event.

**Stem Bowl Showcase:** Staff reported that discussions with CBS and Chevron on a Stem Bowl at Levi's Stadium had ceased due to lack of sponsor funding for the event. The City is now focused on a STEM Innovation Bowl to be held at Central Park Library on January 30, 2016. With the theme "Experience from Afar" the STEM Bowl Showcase will feature cutting-edge technology demonstrating the future of viewing through virtual reality, augmented reality, and telepresence robotic technology. Some technology of the STEM Bowl Showcase will be highlighted at the Super Community Celebration at Santa Clara University on February 6, 2016. Staff will focus marketing efforts to Santa Clara schools.

Volunteers: Over 1,200 volunteers have registered in the first month of the online system opening. Human Resources is working to get as many people finger printed and processed as soon as possible. Additionally, staff announced a series of volunteer fairs that will be held on the following dates: September 19, 2015 from 8 a.m. to 12 p.m. at the Community Recreation Center, September 19-20, 2016 at the Art & Wine Festival, October 6, 2015 from 4-7 p.m. at the Senior Center, October 22, 2015 from 4-7 p.m. at the Teen Center, and November 7, 2015 with no time or location confirmed.

Fundraising: To date, there is about \$200,000 in sponsorship funds committed and Peggy will continue to work hard to get the word out and generate more interest and sponsors. There has been a high volume of interest in private events at the Triton during the exhibit.

6. **Stakeholder updates**

Host Committee: Their new grant fund has two million dollars to donate and need helping the word out. There will be a press release soon on the 50 Super Communities.

7. **Public comment**

None.

8. **Adjournment**

Meeting adjourned at 5:14 p.m.

**Attachment**

# City of Santa Clara

## Marketing Committee Meeting

### **Suggested City Gifts**

Revised October 16, 2015



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

# Category One

**Heads of states, mayors, governors and upper echelon officials.**

## Four Coasters with Solid Cherry Stand

These four brass and leather coasters look elegant on a solid cherry stand! The image is shown with the OC Medallion on coaster with stand included. Measuring 6- 1/2" W x 4" H x 3- 3/4" D.

Quantity	10	100	200	500
Price	\$101.71	\$97.25	\$92.78	\$88.32



## Crystalline Bowl

The Crystalline Bowl is a beautiful complement to a noteworthy event! The simple lines of this bowl are sophisticated in appeal and design. This unique award elegantly frames small flowers or other decorations. It's the perfect trophy for corporate milestones and club awards.

Quantity	5	15
Price	\$58.00	\$56.25



# Category Two

## Sister Cities (recognition and exchange activities with Coimbra, Portugal, Izumo and Limerick)

### 3-in-1 Universal Travel Adapter

This universal travel adapter includes US and EU wall adapters and can also be used with any vehicle's 12V auxiliary power outlet. Two built in USB ports allow you to charge two devices simultaneously. Perfect for everyone on the go.

Quantity	100	250
Price	\$11.75	\$11.60



### iPad Case Journal

8.5" x 11" Premium blue leather cover with recycled charcoal raw leather pockets and white saddle stitching. White round elastic closure. Complimentary Standard Composition Book Filler, customization available.

Quantity	250	500
Price	\$37.00	\$34.85

(Applicable for Categories 2-4)



# Category Three

## Ribbon cuttings for new buildings & businesses

### Key to the city

The committee requested staff conduct additional research on a key that was more contemporary and is presented on a plaque or other engraved casing.



### Rectangle Paperweight w/ Shovel and Dirt Embedment

Measures 5 1/2" x 4 1/4" x 7/8".

Quantity	50	100	250
Price	\$40.02	\$37.38	\$35.28



### Pyramid Paperweight w/ Shovel and Dirt Embedment

Pyramid Paperweight featuring  
Shovel and Dirt Embedment.

Quantity	50	100	250
Price	\$32.32	\$30.42	\$28.62





## Portable Power Charger Bar

This full color portable USB charger features a 2500 mAH battery and one USB charging port. Perfect for Smart Phones, and more! Charge your Smartphone 90% with this portable charger. Battery Cell inside the charger is UL listed. Optional tech bag is additional \$5.00 / portable charger.

Quantity	500	1000
Price	\$9.76	\$8.49

(Applicable for Categories 3-6)

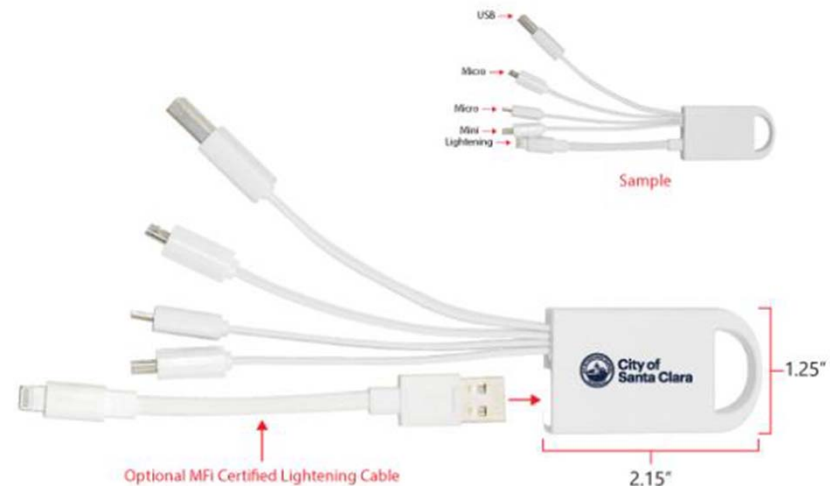


## Multi-Charging Cable

This bundle includes one MFi Certified Lightning Cable and one Aleph 3-in-1 Charging Cable to charge Apple, Android and nearly every other mobile device.

Quantity	1000	2500
Price	\$17.25	\$14.95

(Applicable for Categories 3-6)



## Perfect Bound Journal

Napa Faux Leather laminated black flexible chipboard with rounded corners, flat black elastic closure and debossed logo on cover. 100 Standard white lined sheets.

Quantity	100	500
Price	\$8.50	\$7.25

(Includes 1 location debossed imprint)

(Applicable for Categories 3-6)

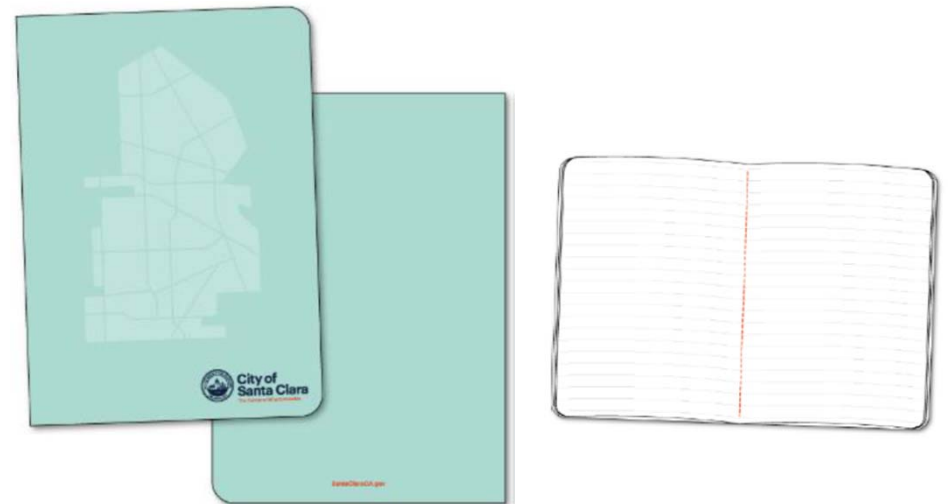


## Meeting Journal

5" x 7" Memo journal with full color process uncoated flexible textured cardstock cover and contrast orange stitched binding. 28 Standard white lined sheets.

Quantity	250	500
Price	\$3.25	\$3.00

(Applicable for Categories 3-6)



## Zippered Day Tripper

Lightweight 210D beach bag with durable 600D bottom, diamond pattern non-woven trim, zippered closure and 1 1/2" x 21" handles.

Quantity	1000	25000
Price	\$5.69	\$5.49

(Applicable for Categories 3-6)



## NFL Friendly Stadium Tote

This clear stadium bag is perfect for any sporting events and outdoor outings. Its size complies with the new NFL stadium and PGA Tournament regulations for clear bags. It features a clear front pocket, double zipper pull, and long carrying handles.

Quantity	500	1000
Price	\$5.60	\$5.40

(Applicable for Categories 3-6)



## Prism Tumbler

16 oz double wall acrylic tumbler with colored geometric inner liner and push on dual purpose swivel lid .

Quantity	144	288	576
Price	\$6.29	\$5.99	\$5.79

(Applicable for Categories 3-6)



## 18 oz Ceramic Tumbler

18 oz three tone box handle ceramic mug with black band and white interior.

Quantity	144	288	576
Price	\$4.49	\$4.29	\$3.99

(Applicable for Categories 3-6)



# Category Four

## Employee recognition

### Traveler Exercise Kit

Help promote health and opt for tools like the Traveler Exercise Kit, includes a jump rope, hand grip exerciser and a pedometer.

Quantity	100	300	600	1200
Price	\$12.95	\$12.50	\$12.25	\$11.95



### Energy Fitness Kit

This 13.25" x 16" polyester Energy Fitness Kit has an easy access cinch closure, front zippered pocket and ventilating mesh accents. Offering a convenient set of tools to assist you in meeting your fitness goals, this bag includes a microfiber towel, multi-exercise TPE resistance band and a jump rope.

Quantity	50	100	300
Price	\$16.75	\$14.48	\$13.98



## Silicone Everywhere Tag

Get creative with the SE mini size silicone bag tags! They are great for organizing cables, cords and wires (even keys!) around the home or office. Use them as wine glass markers or luggage spotter tags for high visibility around the world.

Quantity	1000	2400
Price	\$0.42	\$0.39

(Applicable for Categories 4-6)

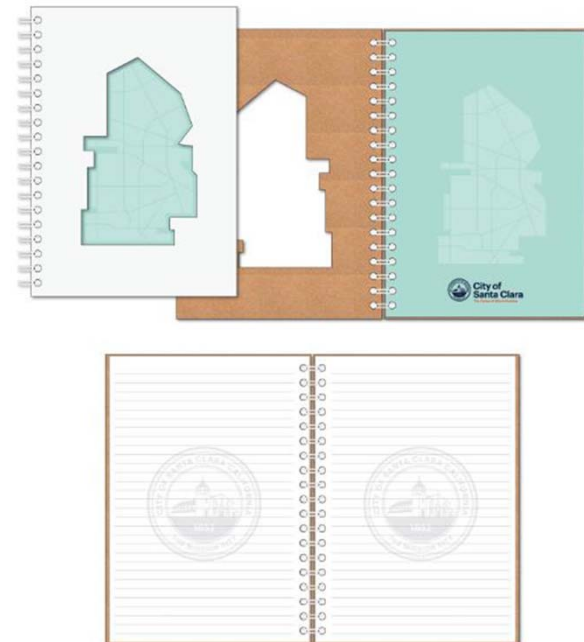


## Die Cut Leather Journal

7" x 10" Premium White Leather Cover (80 pt) with full length spiral bounding and white wire. Custom die-cut window through front cover with full color, single sided insert. 100 custom white lined sheets.

Quantity	250	500
Price	\$16.25	\$13.50

(Applicable for Categories 4-6)



## Leather Valet Tray

5" x 5" Premium leather cover valet tray with contrast white stitching. Four silver knob closures.

Quantity	100	250
Price	\$17.00	\$16.50

(Applicable for Categories 4-6)



## Trunk organizer

This large size trunk organizer has an interior divider, interior mesh pocket, a front pocket, and padded grab handles. Folds flat and stays together with an elastic closure for easy storage and transport.

Quantity	50	100	250
Price	\$18.75	\$18.15	\$17.55

(Applicable for Categories 4-6)



## Executive Bluetooth Speaker

Executive wireless Bluetooth speaker is designed to provide the high definition sound your digital life demands. Simply pair your handheld device to enjoy dynamic sound (leather packaging additional \$12.00 per item).

Quantity	100	250
Price	\$53.00	\$51.00

(Applicable for Categories 4-6)



## Employee recognition t-shirt

Front



Back





# Category Five

Recognition for clubs, groups, businesses, and schools

## Portable Charger

This portable charger features a USB output and Micro USB input. Charges the iPhone 5, iPhone 4, iPod, smart phones, MP3 players, most phones and smaller devices. 2200mAh battery. Available in 6 colors. Measures: 3 3/4" W x 3/4" H.

Quantity	100	250	500	1000
Price	\$18.24	\$15.86	\$13.79	\$9.79



# Category Six

Promotional items for city events i.e., Art & Wine Festival, Fourth of July barbecue, etc.

## Non-Woven Grocery Tote

Promotes reuse and transferring from using plastic bags to this grocery tote. The handy 12" W x 13" H x 8" D bag is constructed of 80 gsm non-woven polypropylene and features reinforced 22" handles, an 8" gusset and a removable board bottom insert. It's ideal for toting groceries home.

Quantity	500	1000	2500	5000
Price	\$1.45	\$1.36	\$1.29	\$1.27



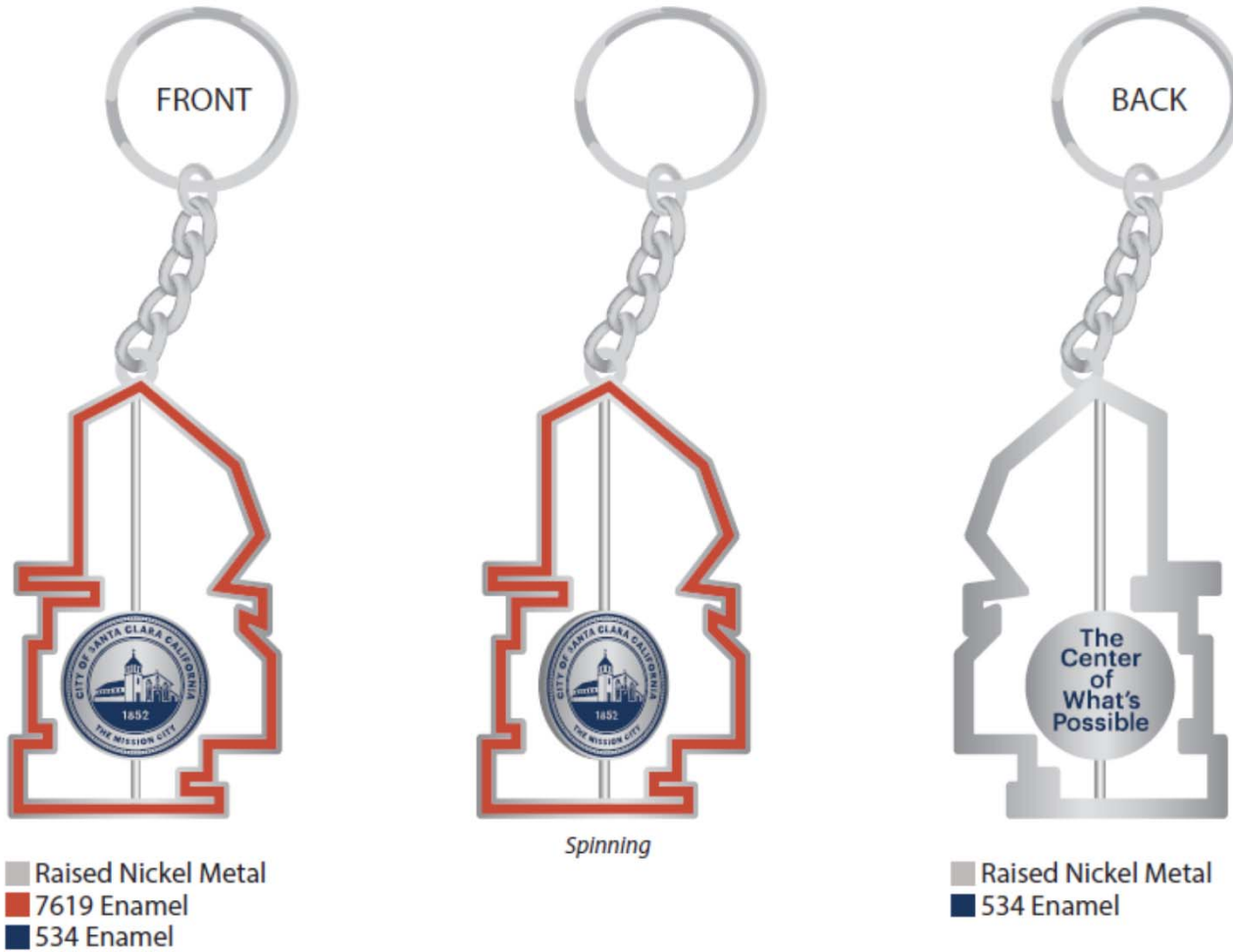
## Rain Poncho To-Go

Our Rain Poncho To-Go is there to prepare you for any kind of weather. Both convenient and lightweight, the protective layer comes packaged in a 3" x 2 1/2" round plastic ball container with a snap-on clip that can easily attach to purses, backpacks or belt loops.

Quantity	500	1000	2500
Price	\$1.67	\$1.62	\$1.59



## 64mm (2.5") Alloy Soft Enamel Spinner Keychain



(Applicable for Categories 4-6)

## 2 oz Hand Sanitizer Gel

Hand sanitizer gel, 2 oz with colored caps. Hypoallergenic gel, which consists of 65% alcohol and a subtle scent to effectively kill germs while simultaneously giving off a refreshing smell.

Quantity	500	1000	2500	5000
Price	\$1.00	\$0.97	\$0.94	\$0.91



## Digital Rally Towel

100% Cotton 11" x 18" Hemmed Terry / Velour Towel (1.0 lbs per dozen / 300 gsm) Rally Towels are screen printed. Surface coating is not recommended for use as a gym or athletic towel.

Quantity	250	500	1000
Price	\$3.19	\$3.09	\$2.99



# Magnetic Memo Board w/ 4 perforated "Coupons"

Full Color CMYK printing, measures 8.5' x 11'

Quantity: 2500    5000    10000

Price:    \$0.78    \$0.73    \$0.67

