



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

## MARKETING COMMITTEE

Santa Clara Police Department  
First Floor Community Room  
601 El Camino Real  
Santa Clara, CA 95050

December 16, 2015  
4:00 p.m. – 6:00 p.m.

### MEETING AGENDA

<u>Topic</u>	<u>Lead</u>	<u>Time</u>
1. Welcome	Chair	4:00 p.m.
2. Brand Implementation Update	Jennifer Yamaguma	4:05 p.m.
3. SB50 Local Event Branding & Marketing Strategy	Jennifer Yamaguma/ Articulate Solutions	4:20 p.m.
4. Update on Local Events for SB50	Staff	4:35 p.m.
a. Tree Lighting		
b. Commemorative Public Art		
c. Exhibit		
d. 5K/10K/Fun Run		
e. Concert & Fireworks		
f. Super Celebration		
g. STEM Innovation Bowl		
h. Volunteers		
5. Sponsorship Update	Peggy Kennedy	5:00 p.m.
6. San Francisco Bay Area Super Bowl 50 Host Committee Update	Host Committee	5:20 p.m.
7. Stakeholder Updates	All	5:30 p.m.
8. Adjournment	Chair	6:00 p.m.

Santa Clara