



**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

February 17, 2016  
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. Update on Local Events for SB50	Staff	4:20 p.m.
a. STEM Innovation Bowl – 1/30/16		
b. Concert & Fireworks – 1/31/16		
c. Super Community Celebration – 2/6/16		
*Final wrap-up to be presented at 3/16/16 meeting		
4. San Francisco Bay Area Super Bowl 50 Host Committee Update	Host Committee	4:40 p.m.
5. Future Role of Marketing Committee	Chair	5:00 p.m.
6. Stakeholder Updates	All	5:20 p.m.
7. Adjournment	Chair	6:00 p.m.

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