



MARKETING COMMITTEE

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

January 20, 2016
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Sheila Tucker Jennifer Yamaguma Hilary Keith Larry Owens Mike Hopkins
Santa Clara Chamber of Commerce	Roy Truitt
Santa Clara Chamber of Commerce & Convention – Visitor's Bureau	Annette Manhart
Santa Clara Chamber of Commerce & Convention – Visitor's Bureau	David Andre
Santa Clara University	Butch Coyne

Guests:

Peggy Kennedy, Kennedy Event Marketing
Katherine Filice, Articulate Solutions
Jason Raby, Articulate Solutions

1. Welcome

The Chair called the meeting to order at 4:08 p.m.

2. Brand Implementation Update

Staff announced the unveiling of a new interactive City map, MapSantaClara, which provides residents, businesses and developers quick access to information about Santa Clara properties. Due to public demand, staff released this resource beyond its original use in the Permit Center.

3. SB 50 Local Event Branding & Marketing Strategy

On January 18, 2016, the City introduced a media resource webpage to streamline media interaction for the Public Communications Manager. This webpage includes: flyers, story ideas, facts about the City, suggested itineraries, photo assets and media credentialing. The Committee discussed the security of internet-based media credentialing. Staff assured the Committee that the online credentialing would be subject to a thorough vetting process. Additionally, the City created a Super Bowl page to provide traffic, safety, media, Levi's Stadium, and Host Committee information that will be released upon approval by the Police Chief.

4. Update on Local Events for SB50

- a. Commemorative Public Art: Despite unfavorable weather conditions, this event remained a success. Tents kept everyone out of the rain and attendance was high. The City extended its gratitude to the Cultural Commission for participating in the selection of the artist.
- b. 5K/10K/Fun Run: Over 2,000 runners attended this turnkey event, which generated community excitement surrounding Super Bowl 50. The Committee expressed concern that marketing efforts failed to target the running community in a comprehensive manner. Staff noted that approximately 250,000 emails were sent and registered 85,000 webpage visits for this event. The main barrier to attendance was the short lead time for outreach. The event manager postponed race day announcement to gain NFL licensing rights, which delayed the ability to promote this event.
- c. Exhibit: This opening of the Gridiron Glory exhibit proved to be a success, with appearances by NBC reporter Bob Ridell, Dennis Brown, and the US Marine Corps color guard. Approximately 616 people attended the opening, which was a record for any other single exhibit. The opening of this exhibit received coverage on all major news stations.
- d. STEM Innovation Bowl: The community is excited for this event, with over 4,600 people and six corporate sponsors signed up to participate. The Committee commended the Library and IT departments for organizing this event, which will provide an extraordinary opportunity for the City to work with corporate sponsors, and promote STEM education to Santa Clara students.
- e. Concert & Fireworks: All tickets for the concert have been reserved. Due to weather, staff created a contingency plan to account for forecasted rain and wind. Since few people purchased parking passes, one parking lot may be converted into a drop-off area.
- f. Super Community Celebration: Celebrity Sweat, food trucks, and vendor contracts remain in the process of being finalized. Also at this event, the City will facilitate a fundraiser for the Santa Clara Schools Foundation and is requesting donations to create a gift basket to be raffled at the event.
- g. Volunteers: The City is still in need of volunteers for the events. Please register on the city's website at <http://santaclaraca.gov/residents/volunteer>.

5. Sponsorship Update

The Host Committee redirected funds invested in the Black and Gold Ball to the Concert and Fireworks event on January 31, 2016. At this stage, the sponsorship team is in the implementation process to ensure that sponsors receive the benefits outlined in their donation terms.

6. San Francisco Bay Area Super Bowl 50 Host Committee Update

The Host Committee organized a kickoff celebration for January 30, 2016. Other events include a Golden Gala, concert performances and relighting the Bay Bridge.

7. Stakeholder Updates

There are no updates regarding this agenda item.

8. Adjournment

The Chair adjourned the meeting at 5:26 p.m.