



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

MARKETING COMMITTEE

Fiorillo's Restaurant
Banquet Room
638 El Camino Real
Santa Clara, CA 95050

March 16, 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	Staff	4:05 p.m.
3. Update on FY2016-17 Marketing & Advertising Campaign	Staff	4:15 p.m.
4. Update on City-owned Digital Billboards	Staff	4:20 p.m.
5. Update on Super Community Event Budgets & Sponsorships	Staff	4:25 p.m.
6. San Francisco Bay Area Super Bowl 50 Host Committee Update	Host Committee	4:35 p.m.
7. Stakeholder Updates & Ideas on Future Marketing	All	4:40 p.m.
8. Meeting Adjourns	All	5:00 p.m.
9. Next Meeting – June 15, 2016; 4:00-6:00 pm		

Santa Clara