



**MARKETING COMMITTEE**

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

February 17, 2016  
4:00 pm – 6:00 pm

**MEETING MINUTES**

<b>Organization</b>	<b>Name</b>
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Gaurav Garg Jennifer Yamaguma
Santa Clara Chamber of Commerce	Roy Truitt
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	Annette Manhart
Santa Clara Chamber of Commerce & Convention-Visitors Bureau	David Andre
Triton Museum	Jill Meyers

**Guests:**

Katherine Filice, Articulate Solutions  
Jason Raby, Articulate Solutions

**1. Welcome**

The Chair called the meeting to order at 4:06 pm.

**2. Brand Implementation Update**

Articulate Solutions presented banner options for Franklin Square Mall. There was a robust discussion of the Committee regarding the vision for the banners, most notably including the history of Franklin Square and connecting it with Santa Clara University. The Committee had consensus that the banners should be vibrant, colorful and inspirational. Articulate Solutions will work with Santa Clara University and bring forward revised design concepts at a future meeting.

Pictures of the new City-branded banners installed along the El Camino were also presented. A total of 75 banners were installed at major intersections from Scott Boulevard to Lawrence Expressway.

**3. Update on Local Events for SB50**

A video montage of photographs from each of the Super Community events was shown, as well as, a video from the STEM Innovation Bowl. Overall, each of the events were successful and widely attended. A final wrap-up will be presented to the Committee at the March 16, 2016 meeting.

Chairperson Davis and Committee Member Gillmor noted that they would like to see an annual STEM program and an annual concert for the community.

4. **San Francisco Bay Area Super Bowl 50 Committee Update**

No updates.

5. **Future Role of Marketing Committee**

The Committee discussed the desire to continue to leverage the renewed relationships with the Committee stakeholders to best market Santa Clara, especially to cross-promote each other's special events, including events that are held at Levi's® Stadium. Chairperson Davis asked Committee members to bring other ideas on how we can better outreach to the community to the next Marketing Committee meeting. She also requested that staff provide an update on the billboard program at the next meeting. Following the March meeting, the Committee will begin to meet quarterly, or as-needed if there is a need for a meeting sooner.

6. **Stakeholder Updates**

The Committee reviewed events taking place at Levi's® Stadium through the end of summer.

This year, Great America will be hosting the first ever WinterFest; a larger than life holiday event. The five-week celebration will begin November 25 for weekend operation.

7. **Adjournment**

Meeting adjourned at 5:50 p.m.