



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

MARKETING COMMITTEE

Fiorillio's Restaurant
638 El Camino Real
Santa Clara, CA 95050
Banquet Room
March 16, 2016
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

Organization	Name
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Teresa O'Neill Sheila Tucker Jennifer Yamaguma Larry Owens Hilary Keith Gaurav Garg Yvonne Galletta Gayle Ichiho Kevin Cornelius Michael Hopkins
Chamber of Commerce & Convention Center – Visitor's Bureau	Annette Manhart
The Plaza Suites	J.P. Rollet
Santa Clara Convention Center	Lisa Moreno
California's Great America	Roger Ross
Santa Clara University	Butch Coyne
Santa Clara School District	Phillipa May
Triton Museum	Jill Meyers

Guests:

Katherine Filice, Articulate Solutions
Jason Raby, Articulate Solutions
Kevin Moore, Friends of Santa Clara

1. Welcome

The Chair called the meeting to order at 4:15 p.m.

2. Brand Implementation Update

Based on feedback during the previous Committee meeting, Articulate Solutions worked in collaboration with Santa Clara University to make the Franklin Square street banner design appear warmer and display more texture. Articulate generated the text for the street banners by developing a word cloud from the Committee's original branding meetings. The text of the five street banners for review before the Committee read: create what's possible, learn what's possible, enjoy what's possible, explore what's possible and inspire what's possible (attached).

The Committee decided that banner rotation should be seasonal and also selected the “inspire what’s possible” banner option to be unveiled first.

3. Update on FY 2016-17 Marketing & Advertising Campaign

Staff announced that the City may be issuing a request for proposal for the upcoming fiscal year and wanted to include partnerships with Marketing Committee stakeholders. A subgroup of interested parties will be asked to discuss this opportunity in greater detail.

Additionally, staff called upon Committee members to sit on an evaluation panel to help evaluate proposals once received. Interested parties included: Butch Coyne (Santa Clara University), Annette Manhart (Chamber of Commerce & Convention Center – Visitor’s Bureau) and Lisa Moreno (Convention Center).

4. Update on City-owned Digital Billboards

Since there is no policy in place concerning the development, maintenance or monitoring of public billboards in the City, staff is currently reviewing best practices regarding billboard operation. Once a policy structure is in place, the City will be able to better assess digital billboard proposals to move forward with this project.

5. Update on Super Community Event Budgets & Sponsorships

Staff reviewed the status of Super Community event budget. Staff is still working on closing out the last remaining payments, but estimates project that the City will be under budget with total expenses in the amount of approximately \$1.9 million. Staff anticipates that a detailed final budget will be ready for City Council meeting to review in late April/early May. Staff from the City and Articulate Solutions are working together to create Super Community factsheets and retrospective marketing materials.

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

The Host Committee is in the process of capturing Super Bowl 50-related statistics, which will soon be available as a helpful resource to better understand the event’s benefit to the local community.

7. Stakeholder Updates & Ideas on Future Marketing

Mayor Gillmor made a motion, seconded by Councilmember Davis, for the Committee to recommend that the Council consider annual funding of the STEM Bowl and Concert & Fireworks. Many of the event’s sponsors expressed excitement about their organization’s participation in these events and communicated an interest in working with the City in the future.

The STEM Bowl may be relocated to a larger venue in order to facilitate more people, if annual funding for the event is approved. The University and Convention Center both expressed interest in hosting this event. The Committee also mentioned Levi’s Stadium as a potential STEM Bowl location, if the concert could be hosted during a time of year with more predictable weather.

Great America: The theme park will be announcing a major new development in the next few weeks. The announcement will outline some ambitious steps by Great America to better compete with other amusement parks outside of the local area.

Santa Clara University: The new Art History Building will be completed in early fall 2016, which will launch the University’s new art district project.

Santa Clara Convention Center: The Convention Center is busy preparing for upcoming two tradeshow and one event. The Convention Center also requested that Committee members advertise their venue to clients as a place to host events.

Triton Museum: The Gridiron Glory exhibit is in its final few weeks and is scheduled for take down on April 3, 2016. The Triton will initiate one last outreach effort for community members who have not yet seen this unique display. The next exhibit will open on April 22, 2016.

8. Adjournment

Staff thanked the Committee for all of their hard work making the Super Celebration Events possible. The Chair adjourned the meeting at 4:58 p.m.

9. Next Meeting – June 15, 2016; 4:00-6:00 p.m.

Franklin Mall Banners Option 1



Franklin Mall Banners

Option 2



Franklin Mall Banners

Option 3



Franklin Mall Banners

Option 4



Franklin Mall Banners Option 5

