



MARKETING COMMITTEE

Central Park Library
2653 Homestead Road
Santa Clara, CA 95050
Margie Edinger Room

July 20, 2016
4:00 p.m. – 6:00 p.m.

MEETING MINUTES

Organization	Name
City of Santa Clara	Council Member Davis, Chair Mayor Gillmor Council Member Watanabe Rajeev Batra Larry Owens Jennifer Yamaguma
Chamber of Commerce & Convention Center – Visitor’s Bureau	Annette Manhart
Santa Clara Convention Center	Lisa Moreno
California’s Great America	Roger Ross
Santa Clara University	Butch Coyne

1. Welcome

The Chair called the meeting to order at 4:10 p.m.

2. Update regarding launch of Scoop, a shared commuting service and mobile application

Staff provided a brief update by noting that the Scoop had begun operation throughout Santa Clara and were continuing to explore additional potential clients, including Santa Clara University.

3. Update on Joint Stakeholder Marketing Campaign

Staff provided a brief update by noting that all members were invited to join a shared calendar so that each stakeholder could input important dates, events, and special programs. The calendar will be used to allow cross promotion of respective stakeholder events and programs and could tie into the banner program currently under review and development.

4. Update regarding street banners, including banner bracket locations throughout the City

Staff made a presentation to the Committee, which included a review of all the entry points into the City where banners could be placed; the cost range of banners based on size and quality (samples shown); and the cost for hanging banners (see attached). In addition, staff provided an updated on the current street banner policy (see attached) and application process. Following a robust discussion of the Committee, there was consensus to update the current banner policy to incorporate the ability for stakeholders to hang banners throughout the City to market their services (versus a specific event) and directed staff to return with a proposed policy at the October Marketing Committee meeting. In addition, staff

was directed to determine the feasibility of installing Art & Wine Festival banners in locations to be determined by the City Manager to advertise for the annual event held in September.

5. Stakeholder Updates

Stakeholder updates were made by those present.

6. Adjournment

The Chair adjourned the meeting at 5:46 p.m.

City of Santa Clara Points of Entry and Interest to Santa Clara

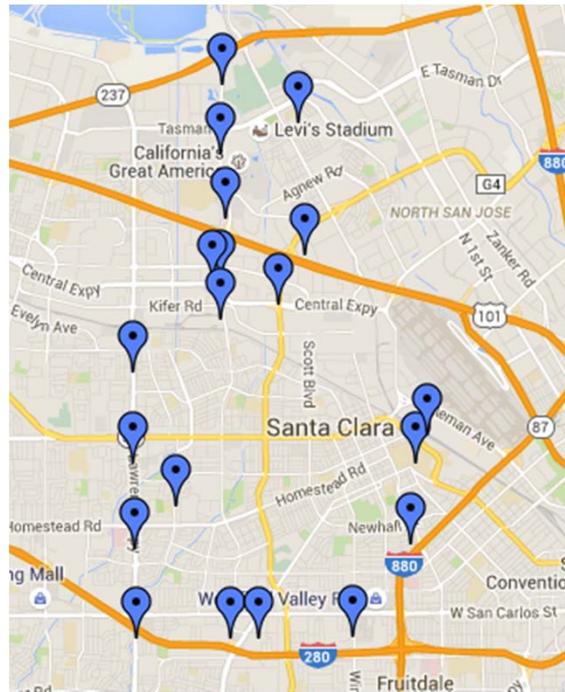
Marketing Committee Meeting

July 20, 2016

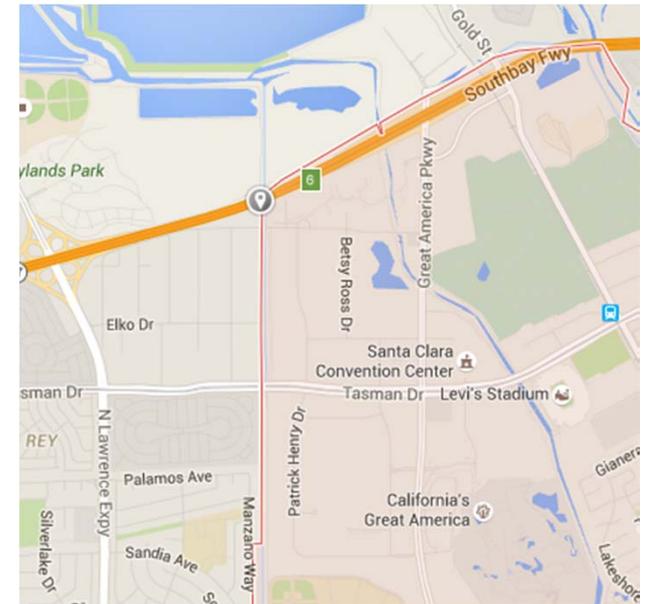


**City of
Santa Clara**
The Center of What's Possible

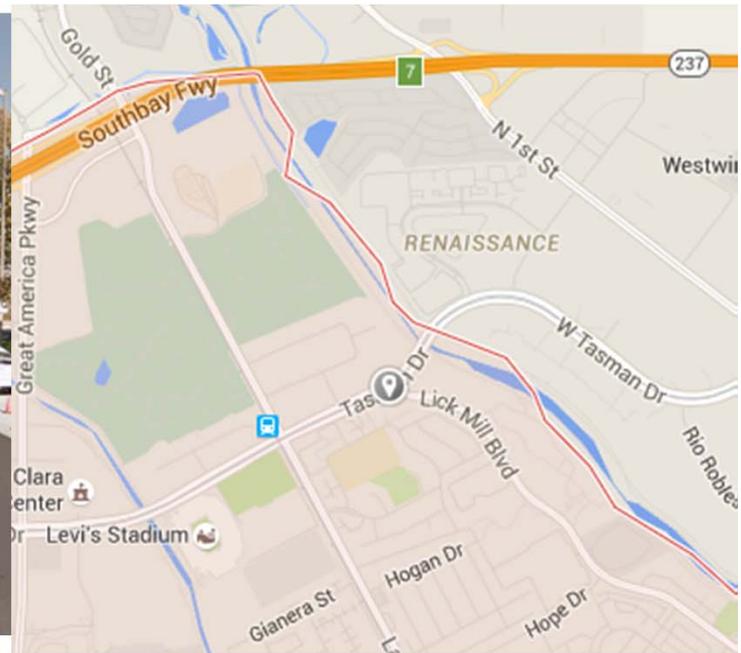
Points of Entry



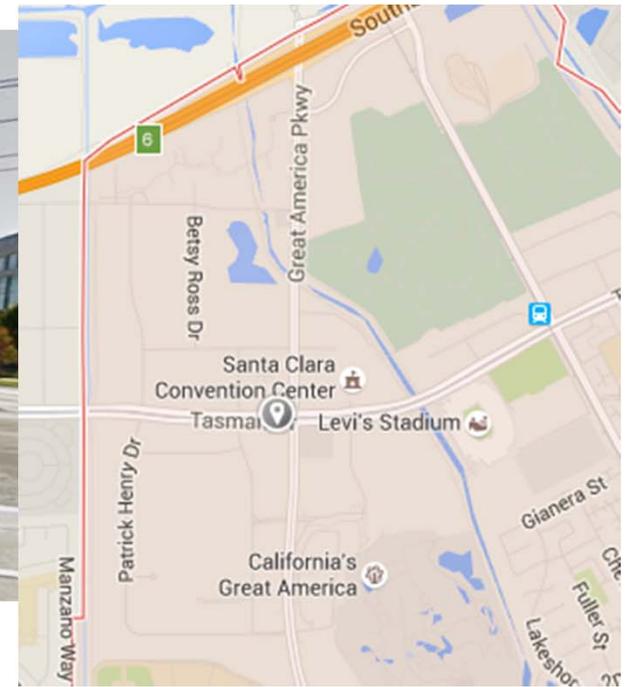
237 at Great America Pkwy



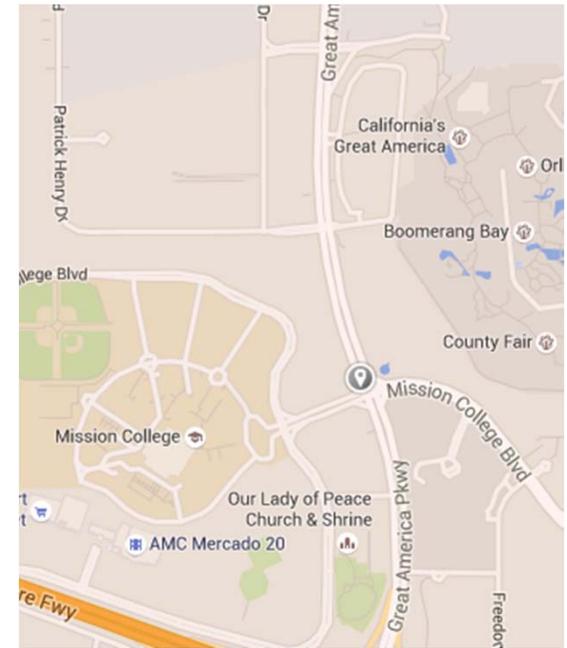
Tasman at Lick Mill



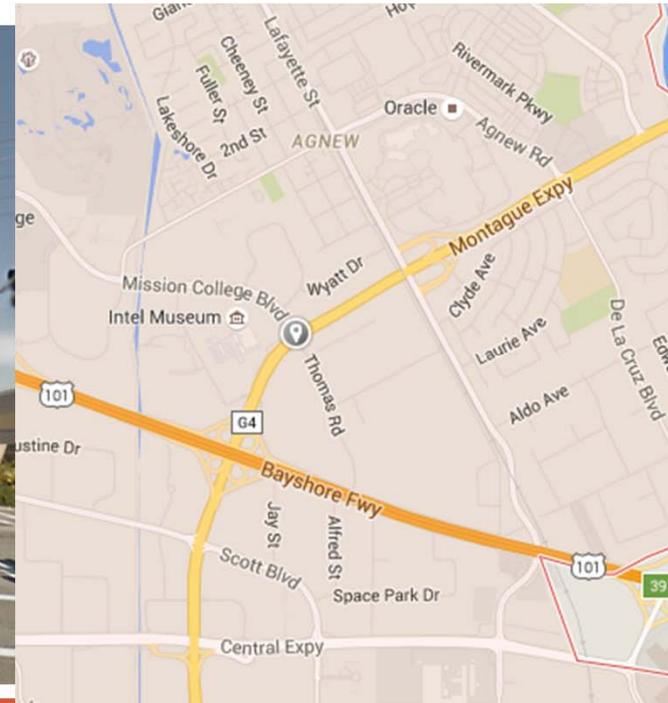
Tasman at Great America Pkwy



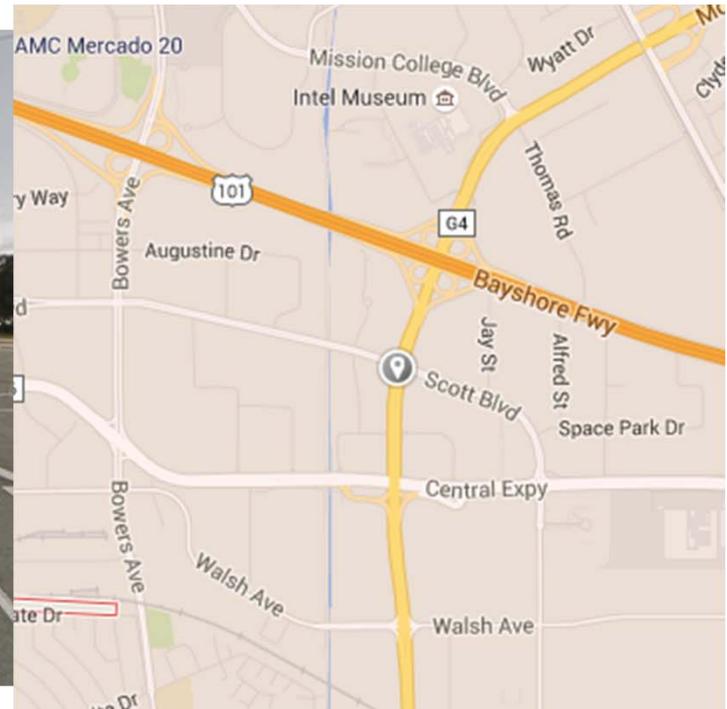
Great America Pkwy at Mission



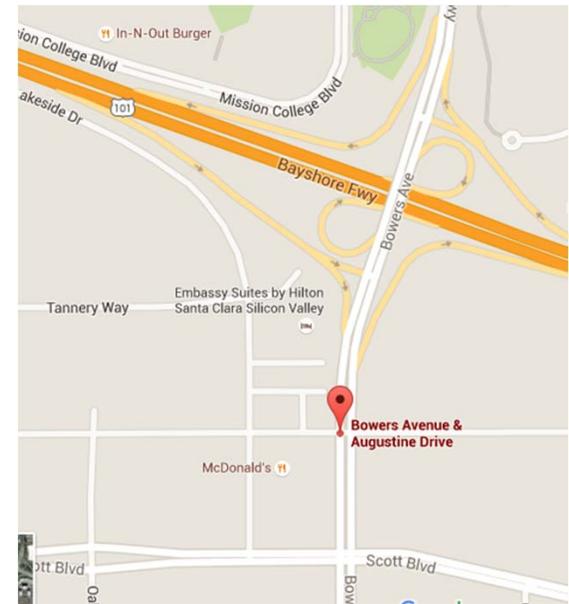
101 Montague at Mission College



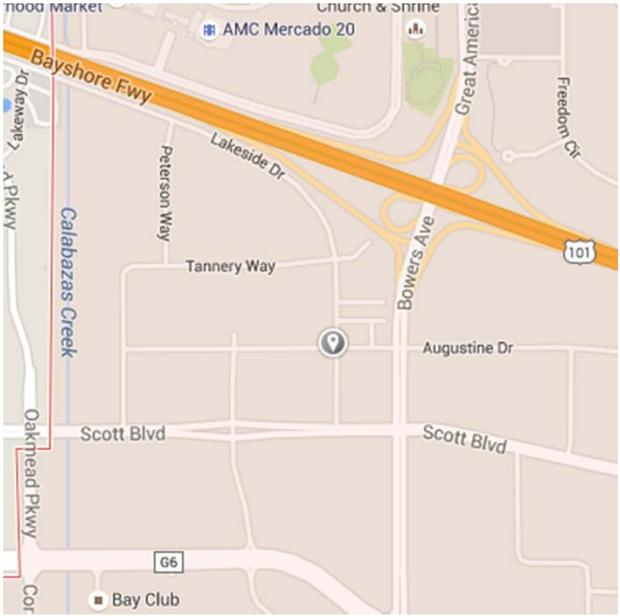
101 San Tomas at Scott



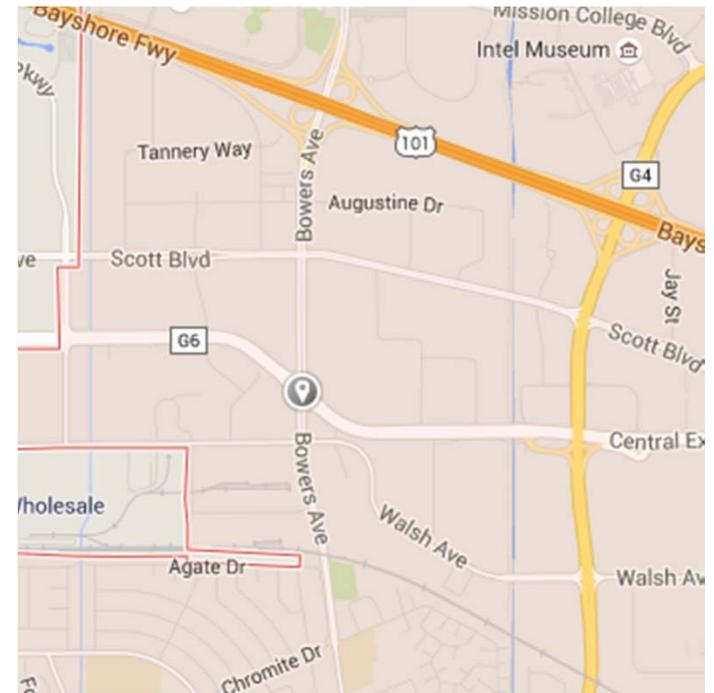
Bowers at Augustine



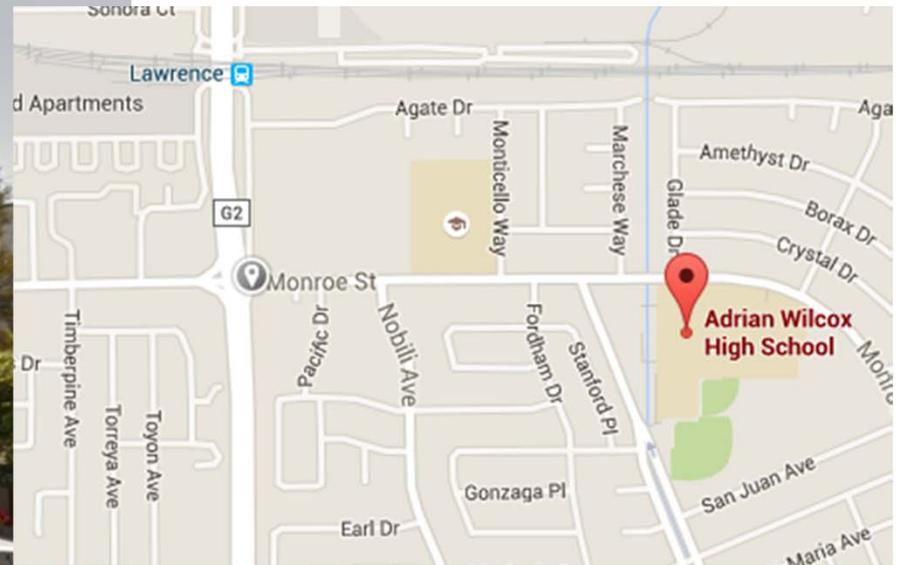
Augustine and Lakeside



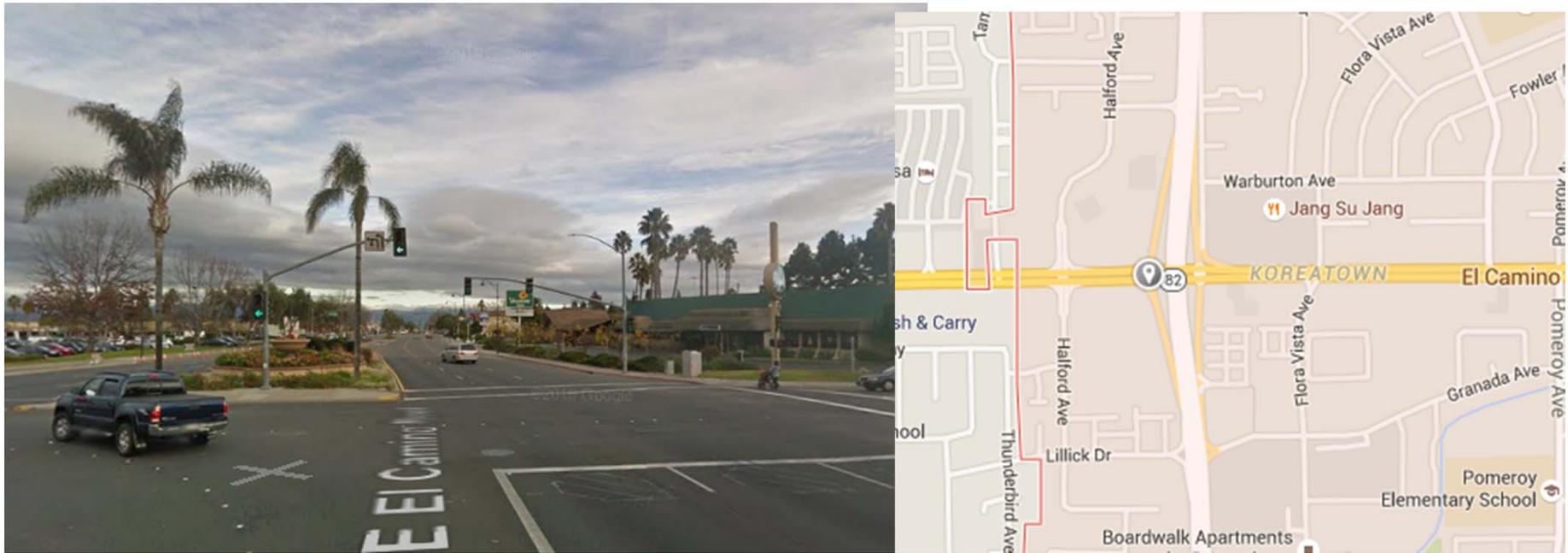
Bowers at Central Expressway



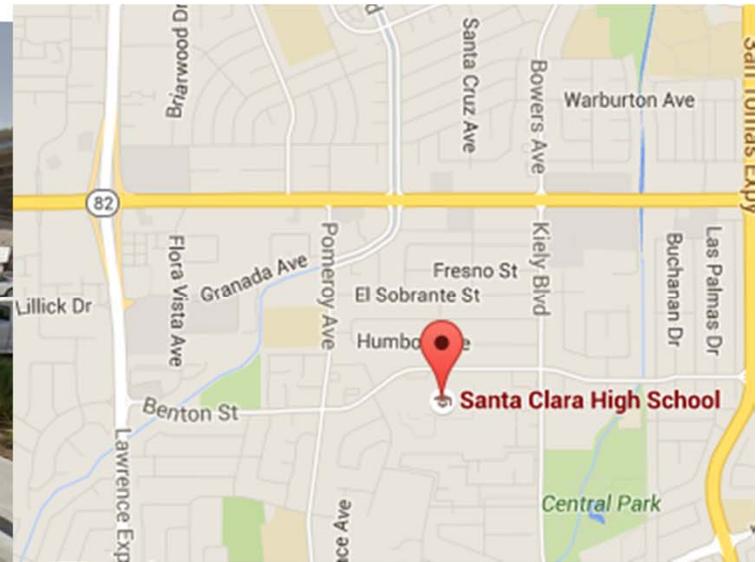
Lawrence to Monroe



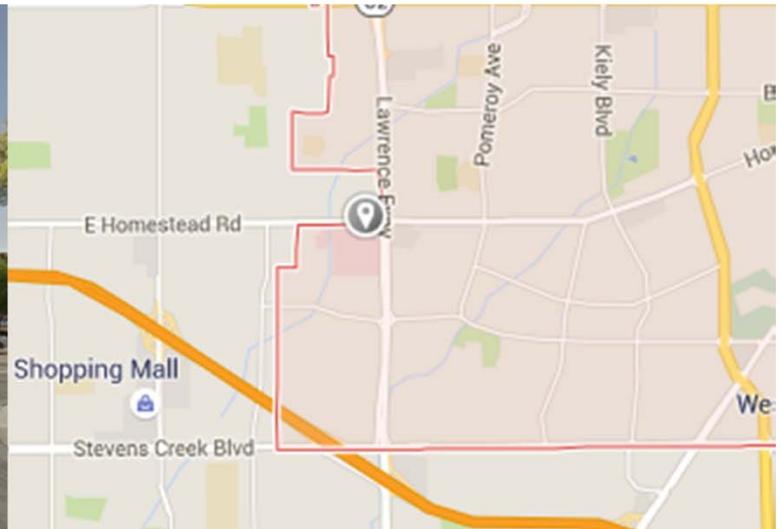
El Camino at Lawrence



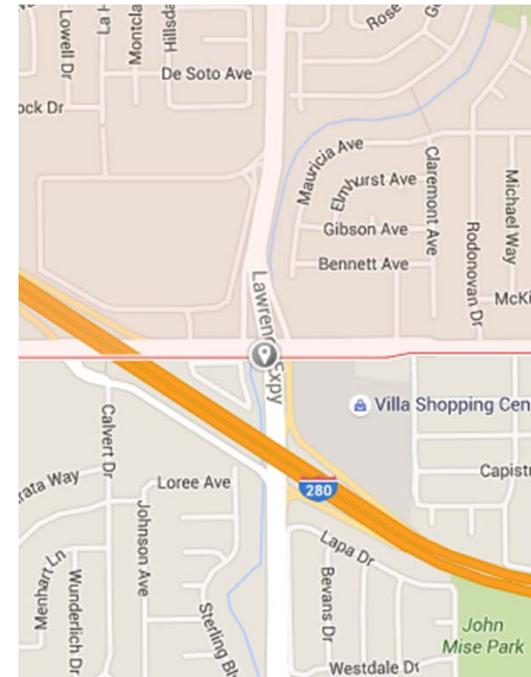
Pomeroy to Benton



Lawrence at Homestead



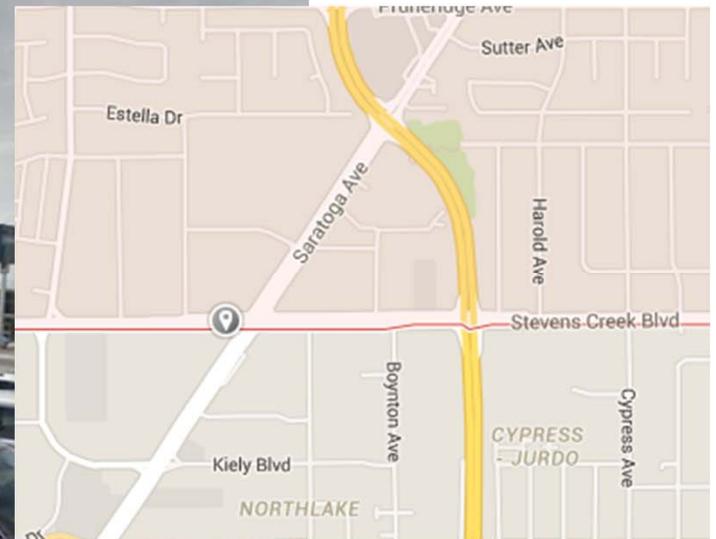
Stevens Creek at Lawrence



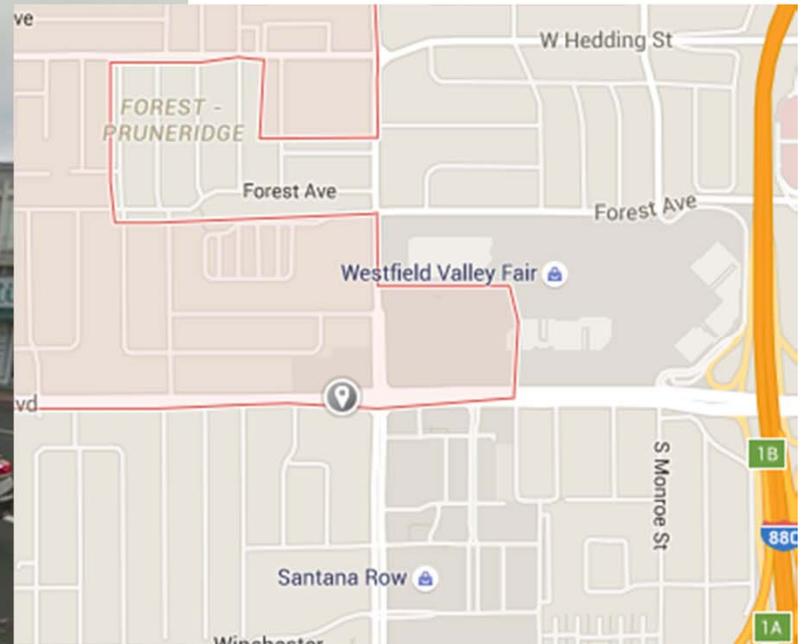
Stevens Creek at Kiely



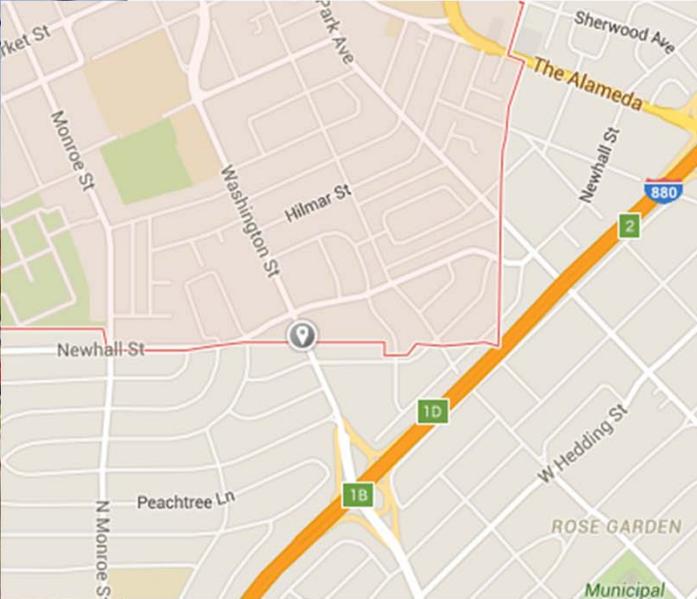
Stevens Creek at Saratoga



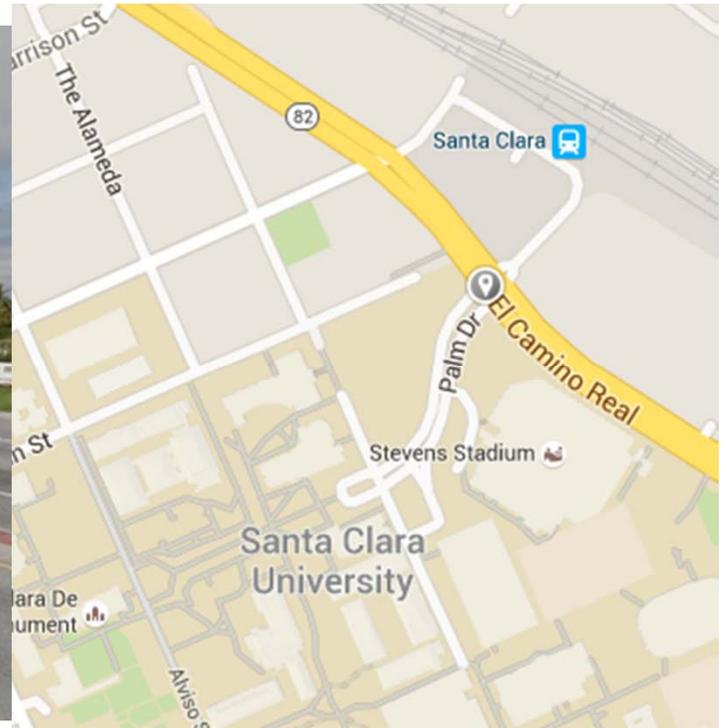
Stevens Creek at Winchester



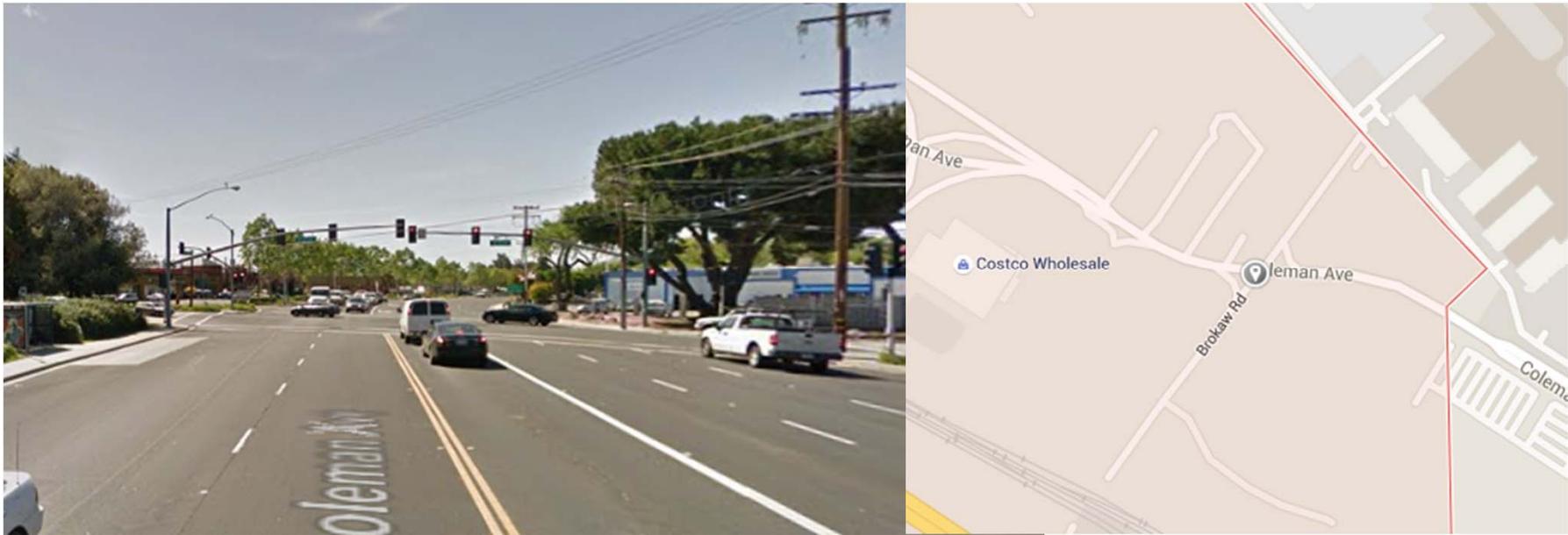
Washington at Newhall



El Camino at Palm Drive



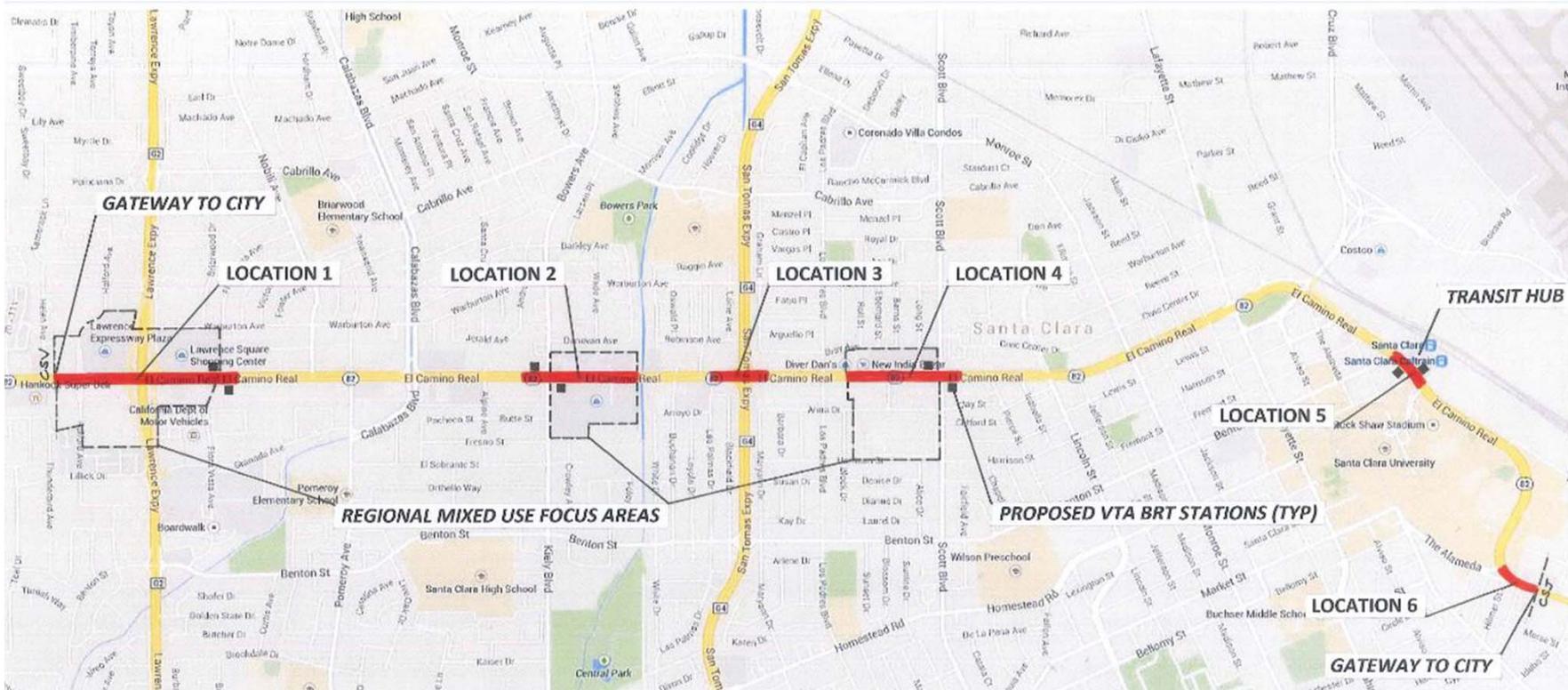
Coleman at Brokaw

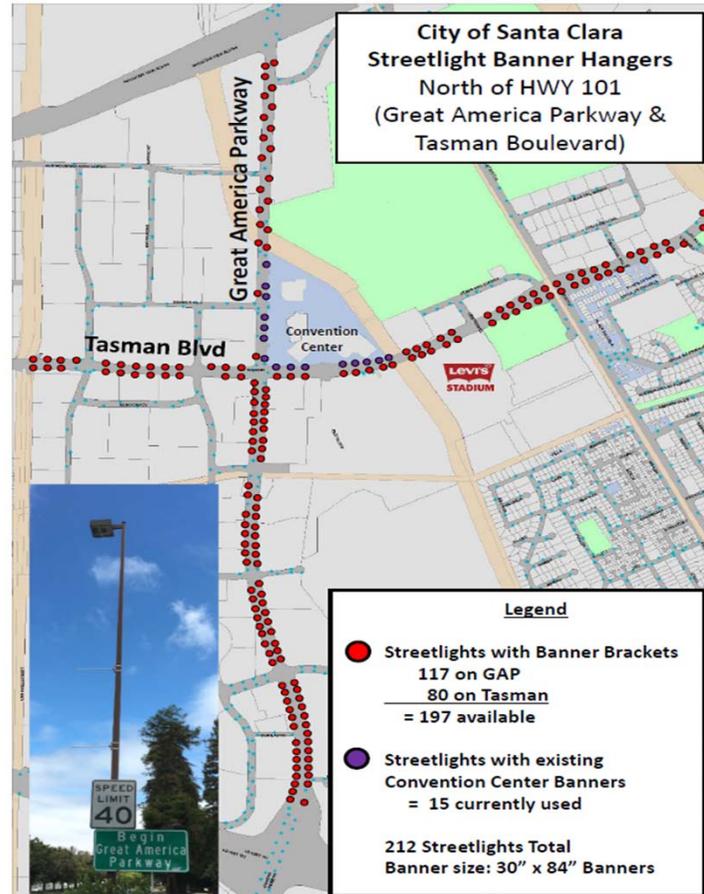


Costs

- Brackets approx \$90 per
- Ranges from approx \$75 – 200 per
- Installation \$40 per
- Take-down \$40 per









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



BANNERS ON PUBLIC PROPERTY

POLICY

The temporary display of banners or free-standing signs on public property is limited to banners/signs which advertise local public events. Display of banners or free-standing signs must be approved, scheduled and coordinated by the Parks and Recreation Department, with the exception of the display of banners on light poles along Great America Parkway, for which application must be made to the City Manager's Office. Banner applications will be approved on a first-come, first-serve basis.

Banners/signs on public property are presently only allowed at Civic Center Park and Central Park Library on special stands; on the fence at Larry J. Marsalli Park at the corner of Lafayette Street and El Camino Real; and on twenty light poles along Great America Parkway (between Mission College Blvd. and Tasman Dr.).

PROCEDURE

Banners Along Great America Parkway (20 Banners Maximum)

1. The following guidelines apply:
 - ◆ Banner displays are allowed only for promoting non-political, non-religious public events, or for promoting non-profit organizations located in Santa Clara. If the banners are for an event, the event must be sponsored by a non-profit organization or by an organization booked in the Santa Clara Convention Center for an event scheduled in the Center.
 - ◆ Banners must be vertical and measure not more than 7 feet high by 2.5 feet wide. Tops and bottoms must be hemmed with pockets deep enough to accommodate the bracket hardware and with openings at the ends. Banners must be made of durable cloth, canvas or vinyl.
 - ◆ The banner artwork must be approved by the City Manager's Office.
 - ◆ Banners promoting specific events cannot be hung more than 14 days prior to the start of the event and must be removed within three days after the completion of the event. Banners promoting non-profit organizations are allowed for a period not to exceed six months.
 - ◆ The event sponsor or non-profit organization must arrange for a contractor to install and remove the banners, at no expense to the City. The City will provide the hardware necessary to mount the



BANNERS ON PUBLIC PROPERTY (cont.)

banners to the light poles.

2. An event or organization representative must complete a banner application, available from the City Manager's Office, and return it at least two weeks prior to the date of the requested installation. A copy of the proposed banner artwork, along with proof of applicant's non-profit status or Santa Clara Convention Center booking must be included with the application.
3. Upon approval of the banner application, the contractor who will hang the banners may proceed with the installation. If City banners are currently hanging on Great America Parkway, the applicant is responsible for removing and re-hanging the City banners.

Banners/Signs at the Other Approved Locations

1. The following guidelines apply:
 - ◆ Banner display is limited to banners or signs advertising local public events of a non-commercial, non-political, and non-religious nature. The event must be free of charge or aimed at raising funds for the Santa Clara non-profit sponsor.
 - ◆ Banners to be displayed at Civic Center Park or Central Park Library must be 10 feet 9 inches by 4 feet. Banners to be hung on the fence may not exceed 90 square feet.
 - ◆ Banners must be purchased and hung by the event sponsor (Exceptions: the City will hang banners at Civic Center Park and Central Park).
 - ◆ Banners cannot be hung more than 14 days prior to the start of the event and must be removed within 5 days after the completion of the event.
 - ◆ If the banner is to be attached to the fence, the applicant should affix the banner in a way that will not damage the fence. All material used to fasten the banner must be completely removed when the banner is removed.



BANNERS ON PUBLIC PROPERTY (cont.)

2. A representative of the Santa Clara non-profit sponsor must apply at the Community Recreation Center for the banner/sign display. Application must be made at least three weeks in advance of the display date. The applicant should provide:
 - ◆ Information about the event, including the requested dates for the banner/sign display;
 - ◆ Proof of non-profit status, for example, federal tax-exempt evidence.

Reference: Council-approved policy dated 4/21/98, as amended January 2011