



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

MARKETING COMMITTEE

Central Park Library – Margie Edinger Room
2635 Homestead Road
Santa Clara, CA 95051

MEETING AGENDA

April 19, 2017
4:00 p.m. – 6:00 p.m.

Committee Members

Council Member Davis, Chair
Mayor Gillmor
Council Member Watanabe

Staff

City Manager, Rajeev Batra
Community Relations Manager, Jennifer Yamaguma

Topic

1. Call to Order
2. Approval of Minutes from March 15, 2017
3. Update on Public Relations Consulting Agreement
4. Update on Website Redesign Project
5. Review of Proposed Billboard Banking Agreement with Outfront Media
6. Presentation by Lisa Moreno, President & General Manager, Regarding Marketing Plan for Santa Clara Convention & Visitors Bureau
7. Stakeholder Updates
8. Adjournment

Next meeting: May 17, 2017

Santa Clara