



MARKETING COMMITTEE

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

AGENDA

July 19, 2017
4:00 pm – 6:00 pm

Committee Members

Council Member Debi Davis, Chair
Mayor Lisa M. Gillmor
Council Member Kathy Watanabe

Staff

City Manager, Rajeev Batra
Community Relations Manager, Jennifer Yamaguma

1. Call to Order
2. Approval of Minutes from June 21, 2017
3. Public Presentations
This portion of the meeting is reserved for persons to address the Marketing Committee on any matter not on the agenda. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. Committee members may briefly respond to statements made or questions posed and/or may request staff to report back at a subsequent meeting. Please limit your remarks to 2 minutes.
4. Kick-off of the Website Redesign Project
 - a. Presentation by Vision Internet
5. Review of methodology and strategy for a community survey related to communications
6. Review of goals and objectives for MySantaClara - Phase II
7. Adjournment
Next Meeting: August 16, 2017