



AGENDA

September 20, 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 (Staff Liaison)

1. Call to Order and Roll Call
2. Approval of Minutes from August 16, 2017 meeting
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 or the staff liaison may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting. Please limit your remarks to 3 minutes.
4. New Business
 - A. Presentation of Design Concept for Library Book Mobile
 - B. Website Redesign Project Update
 - i. Community Survey Results
 - ii. Next step: User Experience and Graphic Design
 - C. Review of Draft Communications Plan/Strategic Plan for Fiscal Year 2017-18
5. Stakeholder Updates
6. Adjournment
Next meeting: October 18, 2017