



**MARKETING COMMITTEE**

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

September 20, 2017  
4:00 p.m. – 6:00 p.m.

**MEETING MINUTES**

<b>Organization</b>	<b>Name</b>
City of Santa Clara	Council Member Deb Davis, Chair Mayor Lisa Gillmor Council Member Kathy Watanabe  Jennifer Yamaguma, CMO Larry Owens, SVP Hilary Keith, Library Paul Sims, Library Maria Le, CMO
Chamber of Commerce	Ravinder Lai Nick Kaspar Arlyne Diamond
Convention Center & Visitors Bureau	Annette Manhart Lisa Moreno
Cultural Commission	Loretta Beavers
Levi's Stadium 49ers Stadium Management	Craig Graber
Santa Clara Unified School District	Jennifer Dericco
Santa Clara University	Butch Coyne
Mission College	Niall Adler
Triton Museum	Jill Meyers

**Matters for Council Action: None**

1. **Welcome** – Chair Davis called the meeting to order at 4:03 pm
2. **Minutes from August 16, 2017 were noted and filed.**
3. **Public Presentations** - No presentations from the public
4. **New Business**
  - A. Presentation of Design Concept of Library Book Mobile – Hilary Keith and Paul Sims presented shared conceptual designs and artist renderings for the Library Book Mobile. The project was paid by developer fees for Santa Clara Square. The cost was about \$250,000 to purchase the book mobile which is currently under construction. The artwork will wrap the vehicle and the artist selected was local South Bay graphic design artist Tamika Rast known for her work in Japantown in San Jose as well as Genevieve

Santos from Le Petit. November 2017 is anticipated completion.

- B. Website Redesign Project Update: Jennifer Yamaguma presented community survey results from VISION regarding the website. Staff also hosted focus groups for City departments on user experience. SVP is also going through a similar exercise to redesign with their target audience in mind. The Library will have their own navigation for their website and a separate website. Next steps include the review of the City home page and gathering feedback. The overall goal is to stay on brand and bring more imagery and photos. Next month, staff will have additional mockups of home pages to share.

Mayor Gillmor suggested that the Cultural Commission get events on City calendar. Jennifer added that currently meetings and events are combined on calendars. There have been discussions that we would separate those but utilizing calendar options.

- C. Review of Draft Communications Plan FY17-18: Jennifer presented a draft communications plan. Overall goals to include working towards accomplishing economy which has lively neighborhoods and revitalized communities and boosting outreach mechanisms to have a better informed community. Long-term goals include: To better inform the community of the City's brand and the programs, services, and amenities that Santa Clara has to offer residents and visitors, enhance communication with residents and visitors through social media campaign with a direct link back to the City's redesigned website and create excitement and energy throughout the community through special events.

Short-term program goals include: Conduct a survey to seek information on improving communication with the community, organize a series (4) of Town Hall meetings throughout different locations within the City to provide an opportunity for the community to learn about City departments, projects and services, Increase volunteer opportunities for City events, including Board/Commission activities, Redesign the City's website, Re-launch the City's mobile app, MySantaClara with more robust service request options

Comments from Mayor Gillmor requested that staff include the objectives she previously provided to ensure they are a part of this Communications Plan.

Butch Coyne from SCU suggested a program to use the banner poles for marketing as City and a community. He stated the current policy for banners allows for events but that we should have generic banners to show we are the community and have joint messaging.

Loretta Beavers from the Cultural Commission added that they have old banners that do not fit. They would like to also work with artwork to create community and city conceptual banners.

Chair Davis added that staff should review the banner program and integrate a plan to market the City and community. She requested staff look into funding for banner fabrication and design.

## 2. Stakeholder Updates:

Jennifer Derricco, SCUSD: NVIDIA has decided to not to move forward with joint district City project with NVIDIA. With the end of DACA, a number of students, families and staff are DACA recipients. While we celebrate diversity in Santa Clara, SCUSD will share information on community forums with Asian Law Alliance at Scott Lane Elementary School tonight. Any current DACA that expires on March 3 will have to renew it by October. SCUSD requests any help spread the word on how to renew DACA.

Loretta Beavers, Cultural Commission: Cultural Commission presented event debrief with City Council about upcoming events. International Village will be hosted in May and location still being sought.

Nick Kaspar, Santa Clara Chamber: Creek cleanup of 1.7 miles of San Tomas Creek from convention center with volunteers was done. The Chamber does this twice a year. With Chamber volunteers. Chamber hosted an international trade event with Women in Northern California with 130 ppl . Chamber is starting an Economic Development committee working with City staff. They are focusing on El Camino Business walk and on small businesses and working with staff to get this going.

Larry Owens, SVP: Partnered with City VERGE conference at convention center. Electric vehicles with parking signs are outside of Tasman garage and SVP requests marketing the EV button on websites. Chair Davis asked if we could have a GIS layer of EV charging stations and Larry responded the information is already on [plugshare.com](http://plugshare.com) as a crowd sourcing site. Larry will explore to see how it is easy to do the maps on the website.

Craig Graber, 49ers: - Niners have a game on September 21 wat 5:30pm vs. LA Rams and anticipate some traffic issues. High school Series with Los Altos vs Wilcox will be held at stadium, Coldplay on October 4, Diabetes Walk , 10/22 Cowboys game. Jim mentioned RFP entered into - Mexican National Men's team road to Russia, RFI 2026 World Cup - US Mexico and Canada.

Jill Meyers, Triton Museum: Triton is kicking of a Noon at Triton Museum series on Thursdays from 12-1pm concerts free. Please share with City employees. They are hosting their Annual Halloween festival from 6-8pm at Triton. The weekend of May 5, they will host a gala in evening and Historic Home tour the same weekend. No meeting tomorrow for Triton Board of Directors.

Butch Coyne, SCU: SCU started school this week and continues to increase enrollment. SCU will increase \$20M towards athletic programs. SCU Art season is underway with 70 arts events this year. SCU will provide SCU presents Art programs to the City for distribution.

David Andre, Convention Center & Visitors Bureau: Halloween Haunt is opening this Friday at Great America. Winterfest follows and hotels are packaging stays with Winterfest. In August, they had 85% occupancy. Other events that helped were Crunchy Roll Expo, Great America and Levi's Stadium events. Annual presentation to Pacific Rim with focus on Japan/China relations to present on November 16.

Annette Manhart, Convention Center & Visitors Bureau: We held some meetings at Triton Museum. We speak to concierges at hotels to promote venues. They have three trade shows coming up and hosting the American contract bridge, ACON USA , NorCal Volleyball, Semiconductors, WorldCup IGN, CA Water and Environment, Narcotics Anonymous.

Lisa Moreno, Convention Center & Visitors Bureau: They had a busy season end of October with 56 plus events including Green Business Verge conference, Crunchy Roll, Robotic industry events and others, NACAC Stem College Fair is on October 8 and Annual Quilt Festival is October 11.

Chair Davis thanked everyone for the donations for the Art & Wine Festival. She added that next month the Silicon Valley Organization will present at the meeting. Also, our new City Manager Deanna Santana will start October 2.

3. Meeting adjourned at 5:57 pm.
4. Next meeting: October 18, 2017