

# City of Santa Clara

## Marketing Committee Meeting

**October 18, 2017**



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

# Website Redesign Project

- Reviewed proposed Wireframe and provided feedback for revisions
- Completed review of design gallery and submitted comments for design concepts.
- Began submission of logos, images, and graphics to be used for design concepts.
- Completed Content Strategy Workshops with City staff
- Staff beginning review of content
- Hosted 1<sup>st</sup> Website Redesign Community Meeting on October 12 at Central Library

## Next Steps:

- Writing for the Web Workshops
- Training of Web Accessibility
- Hosting 2<sup>nd</sup> Website Redesign Community Meeting on November 30 at Senior Center



# Halloween Home Decorating Contest

- Inaugural Event
- 13 entries as of today for home decorating contest
- Accepting contestants through October 25
- Judges will do driving tour on October 27 after 5:00 PM when decorations are completed
- Cultural Commission is hosting a category for “Most Liked Video” on Facebook

