



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

## MARKETING COMMITTEE

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

June 15, 2016  
4:00 p.m. – 6:00 p.m.

### MEETING MINUTES

<b>Organization</b>	<b>Name</b>
City of Santa Clara	Debi Davis, Chair Lisa Gillmor Kathy Watanabe Sheila Tucker Jennifer Yamaguma Gaurav Garg Paul Sims
Chamber of Commerce & Convention Center – Visitor's Bureau	Annette Manhart
Santa Clara Convention Center	Lisa Moreno
California's Great America	Roger Ross
Santa Clara University	Butch Coyne
Mission College	Daniel Peck
The Plaza Suites	J.P. Rollet

#### 1. Welcome

The Chair called the meeting to order at 4:09 p.m.

#### 2. Update on Citizen Insights

Staff provided a brief update by noting that the should the City wish to utilize the services of a Citizen Insights, a request for proposals process would be followed after defining a scope of services, in compliance with the City's Purchasing Ordinance.

#### 3. Update on Scoop

Staff provided a brief update by noting that should the City wish to partner with Scoop for commuter ridematching, a request for proposals process would be followed after defining a scope of services, in compliance with the City's Purchasing Ordinance. At this time, Scoop is preparing for a launch in Santa Clara in mid-July.

#### 4. Stem Bowl & Concert Scope and Budget

Staff presented the Committee with concepts for a future STEM Bowl and noted the new name of STEM Central, since the event would be held at Central Library. The Committee showed consensus for holding STEM Central in a more weather-friendly season, perhaps in the Spring.

The Committee asked to be updated as plans for both STEM Central and a concert at Santa Clara University (not present at the meeting) progressed.

**5. Street Banners**

Staff provided an updated on the current street banner application process, we well as provided an update on a meeting held of those stakeholders interested in working on a joint marketing campaign in the upcoming year. Overall, there is general consensus in creating a pilot program for banners in key areas throughout the City. The Committee requested that staff inventory the number of poles and brackets available, determine a strategy for where banners could be placed, and return to the Committee with an update at the next meeting. In the meantime, the current banner application process would be followed.

**6. Stakeholder Updates**

Stakeholder updates were made and the Chair requested that a shared calendar be created so that each stakeholder could input important dates, events, and special programs. This calendar would be used to allow members to cross promote respective stakeholder events and programs and could tie into the banner program currently under review and development.

**7. Adjournment**

The Chair adjourned the meeting at 5:30 p.m.