



City of Santa Clara

Meeting Agenda

Economic Development, Communications, and Marketing Committee

Wednesday, February 19, 2020

3:00 PM

City Hall Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

PUBLIC PRESENTATIONS

GENERAL BUSINESS

1. 20-161 [Review 2020 Economic Development, Communications, and Marketing Committee Workplan](#)

Recommendation: Approve the 2020 Economic Development, Communications, and Marketing Committee Workplan.

2. 20-162 [Review Status of Helen Putnam Award for Excellence Application](#)

3. 20-163 [Verbal Update on Banner Policy](#)

4. 20-164 [Citywide Communications](#)

4.A. Update on Inside Santa Clara Redesign Survey

4.B. Update on Community Partners Web Page

4.C. Discuss Special Events Strategic Marketing

4.D. Communications Consultant Overview/Brainstorming

5. 20-165 [Social Media Analytics Report](#)

COMMITTEE MEMBERS REPORT

GOOD OF THE ORDER

ADJOURNMENT

The Economic Development, Communications, and Marketing Committee is adjourned to May 20, 2020.