



Economic Development Subcommittee & Advisory Committee

City of Campbell, 70 N. First St., Campbell, California

SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT SUBCOMMITTEE & ADVISORY COMMITTEE

Monday, August 28, 2023 – 9:00 a.m.

Campbell Community Center, Roosevelt Room Q-80 – 1 West Campbell Ave.

CALL TO ORDER

PHASE II BRAND STORY WORK SESSION

9:05	1. Introductions/Purpose of Work Session <ul style="list-style-type: none"> • Leslie Parks, City of Campbell Economic Development Manager
9:10	2. Place Branding Overview <ul style="list-style-type: none"> • Audrey Taylor • Brian Curtis
	3. Power of Brand & Messaging <ul style="list-style-type: none"> • Michael Coogan
	4. Foundation 5. Brand Architecture & Pillars <ul style="list-style-type: none"> • Audrey Taylor • Brian Curtis
10:00	BREAK
10:15 – 10:45	6. Campbell’s Conceptual Story - Visuals <ul style="list-style-type: none"> • Audrey Taylor • Brian Curtis
10:45 – 11:00	7. Campbell’s Brand Story <ul style="list-style-type: none"> • Brian Curtis
11:00 – 11:45	8. Brand Architect Consistency 9. Concepts & Talking Points
11:45 – 12:00	10. Public Comment 11. Next Steps

ADJOURN

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the City Council Chambers. If you require accommodation, please contact the City Clerk’s Office, (408) 866-2117, at least one week in advance of the meeting.