Market Programs - Meeting Agenda

Date: March 8th, 2012
Time: 4:00 p.m. – 6:00 p.m.
Location: PDA Conference Room

Committee Members: Bruce Burger (Chair), Ann Magnano (Vice-Chair), Jill Andrews, John Finke, Jackson Schmidt, and Gloria Skouge

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4:00pm  I. Administrative:  Chair
A. Approval of Agenda
B. Approval of the Market Programs February 9th Minutes

4:05pm  II. Announcements and/or Community Comments

4:10pm  III. Daystall  David Dickinson
A. Daystall Rules & Regulations Review
B. Action Item: Resolution 12-20: Adoption of Daystall Rules and Regulations

4:40pm  IV. Marketing Strategy  Kelly Lindsay
A. Review Outline of Potential Assessment Topics

5:25pm  VI. Events  Teri Wheeler and Ryan Hostetler
A. Review 2012 Events Calendar and changes from 2011
B. Identify Strategic Goals for Events Program and Assessment

5:40pm  VII. Marketing Director's Report  Kelly Lindsay
A. Arcade Lights
B. Thank You Seattle Campaign

5:45pm  VIII. Consent Agenda – Resolution(s) to be Added  Chair

5:50pm  IX. Concerns of Committee Members

5:55pm  X. Public Comment

6:00pm  XI. Adjournment  Chair