



Market Programs - Meeting Agenda

Date: April 12th, 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

4:00pm	I. Administrative:	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs March 12 th Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. WiFi	Ryan Yale
	A. Update & Discussion of Potential Uses	
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4:30pm	IV. Marketing Strategy	Kelly Lindsay
	A. Overview, Brand, Audience & Messaging	
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5:15pm	V. Events	Kelly Lindsay
	A. Post-Renovation PR Campaign	
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5:25pm	VI. Marketing Director's Report	Kelly Lindsay
	A. Arcade Lights	
	B. Farm Season Marketing	
	C. Events Calendar	
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5:30pm	VII. Daystall Manager's Report	Teri Wheeler
	A. WSU Hmong Farmers Survey	
	B. Daystall Stakeholder's Survey	
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5:45pm	VIII. Action Items	Sue Gilbert Mooers
	Resolution 12-27: Authorization for Non-Exclusive Trademark Licensing Agreement with Starbucks Coffee Company	
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5:50pm	VII. Consent Agenda – Resolution(s) to be Added	Chair
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5:55pm	VIII. Concerns of Committee Members	
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5:55pm	IX. Public Comment	
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6:00pm	X. Adjournment	Chair
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