



Market Programs - Meeting Agenda

Date: Thursday December 13th, 2012

Time: 4:00 p.m. – 5:30 p.m.

Location: Elliott Bay Room (Top of the Economy Building)

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

4:00pm	I. Administrative:	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs November 8 th Meeting Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. Programs and Marketing Directors Report	
	A. Programs & Promotions Update	Kelly Lindsay
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4:20pm	IV. Presentations and Discussion	
	A. Social Services Strategic Review	Ben Franz-Knight
	Action Item: Proposed Resolution 12-104: Approval of Social Service Strategic Review	
	B. 2013 Marketing Plan	Kelly Lindsay
	Action Item: Proposed Resolution 12-105: Approval of 2013 Marketing and Communications Plan	
	C. Trademark Policy	Sue Gilbert Mooers
		Ben Franz-Knight
		Bruce Burger
	D. 2013 Committee Goals	
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5:10pm	V. Action Items	
	A. Action Item: Proposed Resolution 12-93: Authorization of Non-Exclusive Trademark Licensing Agreement with Kim Drew	Kelly Lindsay
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5:15pm	VI. Concerns of Committee Members	
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5:25pm	VII. Public Comment	
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5:30pm	VIII. Adjournment	Chair
