



Market Programs - Meeting Agenda

Date: Thursday July 12th, 2012

Time: 4:00 p.m. – 6:00 p.m.

Location: Atrium Conference Room (Top of the Economy Building)

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 June 14 th Meeting Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. Marketing Directors Report	Kelly Lindsay
	A. Farm Season Promotion	
	B. 105 th Anniversary Observation	
	C. Bing App Update	
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4:30pm	IV. Marketing Strategy	Kelly Lindsay
	A. Marketing Strategy Review & Assessment	
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5:15pm	V. Presentations and Discussion	Kelly Lindsay Teri Wheeler
	A. Website Development Planning	
	B. Farmer's Market Competitive Analysis	
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5:45pm	VI. Action Items	Kelly Lindsay
	A. Action Item: Proposed Resolution 12-55: Adoption of the 2012 Marketing Strategy Review	
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5:50pm	VII. Concerns of Committee Members	
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5:55pm	VIII. Public Comment	
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6:00pm	IX. Adjournment	Chair
