



# Market Programs Committee Meeting Agenda

DUE TO THE EXTRAORDINARY PUBLIC HEALTH CIRCUMSTANCES RELATED TO THE ONGOING COVID-19 (CORONAVIRUS) OUTBREAK, PARTICIPATION IN THIS MEETING WILL BE VIRTUAL OR TELEPHONIC. ALL PDA COUNCILMEMBERS WILL PARTICIPATE REMOTELY.

**Date:** Tuesday, May 12, 2020

**Time:** 4:00 p.m. – 6:00 p.m.

**Location:** <https://us02web.zoom.us/j/85218926362> OR dial +1 253 215 8782, Meeting ID: 852 1892 6362

**Committee Members:** Patrice Barrentine (Chair), Paul Neal (Vice-Chair), Betty Halfon, David Ghoddousi, Colleen Bowman, Mark Brady and Ali Mowry

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<b>4:00pm</b>	<b>I. Administrative</b>	<b>Chair</b>
	A. Approval of Agenda	
	B. Approval of the Market Programs Committee Meeting Minutes for February 11, 2020	
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<b>4:05pm</b>	<b>II. Announcements and/or Community Comments</b>	<b>Chair</b>
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<b>4:15pm</b>	<b>III. Reports and Discussion Items</b>	
	A. Flower Festival Recap and Advertising	<b>Amy Wallsmith</b>
	B. Media & PR Overview	<b>Madison Bristol</b>
	C. Communications During COVID-19	<b>Amy Wallsmith</b>
	D. Upcoming Marketing Campaign	<b>Amy Wallsmith and Mary Bacarella</b>
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<b>5:40pm</b>	<b>IV. Public Comment</b>	<b>Chair</b>
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<b>5:50pm</b>	<b>V. Concerns of Committee Members</b>	<b>Chair</b>
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<b>6:00pm</b>	<b>VI. Adjournment</b>	<b>Chair</b>

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