Market Programs - Meeting Agenda

Date: February 9th, 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:
   A. Approval of Agenda
   B. Approval of the Market Programs January 12th Minutes

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

4:10pm III. Farm
   A. 2011 Annual Farm Report
   B. Other

5:00pm IV. Daystall
   A. Daystall Rules Review: Update & Timeline

5:10pm V. Marketing
   A. Staff Reports
   B. Bing App Update
   C. Other

5:20pm VI. Events
   A. Arcade Lights
   B. Other

5:30pm VII. Market Programs – Metrics for Success
   A. Presentation
   B. Discussion and Next Steps

5:40pm VIII. Action Items
   A. Resolution 12-10: Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Kim Drew

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

5:50pm X. Concerns of Committee Members

5:55pm XI. Public Comment

6:00pm XII. Adjournment