



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:	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs January 12 th Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. Farm	Teri Wheeler
	A. 2011 Annual Farm Report	
	B. Other	
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5:00pm	IV. Daystall	Teri Wheeler & David Dickinson
	A. Daystall Rules Review: Update & Timeline	
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5:10pm	V. Marketing	Ryan Hostetler
	A. Staff Reports	
	B. Bing App Update	
	C. Other	
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5:20pm	VI. Events	Kelly Lindsay
	A. Arcade Lights	
	B. Other	
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5:30pm	VII. Market Programs – Metrics for Success	Ben Franz-Knight
	A. Presentation	
	B. Discussion and Next Steps	
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5:40pm	VIII. Action Items	Sue Gilbert Moors
	A. Resolution 12-10: Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Kim Drew	
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5:45pm	IX. Consent Agenda – Resolution(s) to be Added	Chair
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5:50pm	X. Concerns of Committee Members	
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5:55pm	XI. Public Comment	
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6:00pm	XII. Adjournment	Chair
