



Market Programs - Meeting Agenda

Date: March 8th, 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 February 9 th Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. Daystall	David Dickinson
	A. Daystall Rules & Regulations Review	
	B. Action Item: Resolution 12-20: Adoption of Daystall Rules and Regulations	
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4:40pm	IV. Marketing Strategy	Kelly Lindsay
	A. Review Outline of Potential Assessment Topics	
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5:25pm	VI. Events	Teri Wheeler and Ryan Hostetler
	A. Review 2012 Events Calendar and changes from 2011	
	B. Identify Strategic Goals for Events Program and Assessment	
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5:40pm	VII. Marketing Director's Report	Kelly Lindsay
	A. Arcade Lights	
	B. Thank You Seattle Campaign	
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5:45pm	VIII. Consent Agenda – Resolution(s) to be Added	Chair
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5:50pm	IX. Concerns of Committee Members	
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5:55pm	X. Public Comment	
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6:00pm	XI. Adjournment	Chair
