



Market Programs - Meeting Agenda

Date: Wednesday May 9th, 2012

Time: 4:00 p.m. – 6:00 p.m.

Location: South East 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 April 12 th Meeting Minutes	

4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. Presentations and Discussion	
	A. Bing Application	Alexander Cristoff
	B. Social Services	Lillian Hochstein
	C. SNAP Program	Teri Wheeler

4:45pm	IV. Marketing Strategy	Kelly Lindsay
	A. Part II: Communication Vehicles, Special Events and Partnerships	

5:30pm	V. Marketing Director's Report	Kelly Lindsay
	A. Arcade Lights	
	B. Thank You Seattle Campaign	
	C. Mother's Day Parking	
	D. Wayfinding	
	E. Farm Cooler	

5:45pm	VI. Action Items	Ben Franz-Knight
	Resolution 12-27: Authorization for Non-Exclusive Trademark Licensing Agreement with Starbucks Coffee Company	

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
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