



Market Programs - Meeting Agenda

Date: Thursday June 13th, 2013

Time: 4:00 p.m. – 6:00 p.m.

Location: Elliott Bay Room (Top of the Economy Building)

Committee Members: Bruce Burger (Chair), Ann Magnano (Vice-Chair), Betty Halfon, John Finke, Jackson Schmidt, and Gloria Skouge

4:00pm	I. Administrative:	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs May 9 th , 2013 Meeting Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:10pm	III. Programs and Marketing Directors Report	Kelly Lindsay
	A. Programs & Promotions Update	
	B. Summer Farm Season Promotion	
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4:25pm	IV. Presentations and Discussion	Lillian Hochstein
	A. Social Services Program Review and Recommendations	Kelly Lindsay
	B. Trademark Usage Guidelines	Kelly Lindsay
	C. Farm Program Consumer Research	
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5:25pm	V. Action Items	
	A. Action Item: Proposed Resolution 13-40: Update to Trademark Guidelines and Expansion of Federal Registration	Kelly Lindsay
	B. Action Item: Proposed Resolution 13-42: Authorization of Contract Authority for Farm Program Consumer Research	Kelly Lindsay
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5:40pm	VI. Resolution(s) to be Added to Consent Agenda	Chair
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5:45pm	VII. Concerns of Committee Members	
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5:50pm	VIII. Public Comment	
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6:00pm	IX. Adjournment	Chair
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