



Market Programs Committee Meeting Agenda

Date: Thursday, November 6th, 2014

Time: 4:00 p.m. – 6:00 p.m.

Location: The Classroom

Committee Members: Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Bruce Burger, Gloria Skouge, Ann Magnano, David Ghoddousi, Rico Quirindongo and Patrick Kerr

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| 4:00pm | I. Administrative: | Chair |
| | A. Approval of Agenda | |
| | B. Approval of the Market Programs October 9 th , 2014 Meeting Minutes | |

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| 4:05pm | II. Announcements and/or Community Comments | |
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| 4:15pm | III. Programs and Marketing Director's Report | |
| | A. Programs & Promotions Update | Kelly Lindsay |

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| 4:20pm | IV. Presentation and Discussion Items | |
| | A. 2015 Marketing Plan Review | Kelly Lindsay |
| | B. Kim Drew Trademark Agreement: Product Add On | Kelly Lindsay |
| | I. Action Item: Proposed Resolution 14-69: Authorization for Addition of Magnets to Non-Exclusive Trademark Licensing Agreement with Kim Drew | |

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| 5:50pm | V. Concerns of Committee Members | |
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| 5:55pm | VI. Public Comment | |
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| 6:00pm | VII. Adjournment | Chair |
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