

Marketing Committee
10/22/07
Minutes

Called to order by Bob Trincherro at 4:05 p.m. Those present, Director Trincherro, Ray Malerbi and Laurie Giannini.

Director Trincherro led a discussion about next year's marketing plans and strategies. He suggested we pick one or two things to build on or focus on but that we concentrate on delivering the best product as possible. He said that our entertainment will direct on marketing to some degree. Much discussion followed.

The committee reviewed the Deck fundraising package. Suggested changes were made by Director Trincherro. Additionally the 2008 Sponsorship packet was reviewed. Some modifications were suggested. Director Trincherro is re-working some elements and will provide changes to staff.

Staff reviewed the plans of the JLC newly formed Marketing Committee. The JLC would like to bring more awareness to the livestock programs in general and the Auction. They would also like to develop a piece that could be used by exhibitors. Director Trincherro expressed the need for the committee to work with staff.

Staff reviewed the Frog Jump committee's marketing objectives. Director Trincherro expressed the need for this committee to continue to work with staff. He also expressed that all fundraising efforts should be coordinated with the Fair. Discussion followed.

Meeting was adjourned at 6:15 p.m.

Respectively Submitted,

Laurie Giannini