

**39th District Agricultural Association
Minutes of the MARKETING COMMITTEE
October 6, 2008**

A Marketing Committee meeting of the Board of Directors of the 39th District Agricultural Association was called to order at 5:00PM by Chair Al-Rafiq, in the Froeteria, Frogtown®, Angels Camp, CA on Wednesday, October 6, 2008.

Committee Members Present: Chair Al-Rafiq, Vice Chair Trincherro, Member Downum, President Kautz

Other Board Members Present: Campbell

Staff Members Present: Ray Malerbi, CEO & General Manager; Laurie Giannini, Facility Marketing Representative,

Guests: Sherri Smith, Greenhorn Creek Administrator; David Mills, Jerri Mills, Angels Sheet Metal CEO; Mike Taylor, Calaveras Enterprise; Nancy Whittle, Vintage Realty; Furman Brown, community; Sue Funkey, community, Joe Thomas, Joe's Tractor Service; Doug Baird, Joe's Tractor Service; Suki Tuttbill, community

Chair Al-Rafiq changed the order of the agenda to take increased interim events program and public comments first. She requested the public to state two goals for the discussion. The goals were:

1. To increase event revenue by \$25,000 to meet goals of set by the Finance Committee
2. To add additional events to Frogtown's schedule

Chair Al-Rafiq then asked for a list of assets to define the product offered. The list is attached.

Chair Al-Rafiq then requested a list of possible events and ideas to increase the use of Frogtown. The list is attached.

Adjournment

The meeting adjourned at 7:00PM.