

10/9/2008

A Marketing Committee meeting of the Board of Directors of the 39<sup>th</sup> District Agricultural Association will held in the Frogeteria, Angels Camp, California at 5:00 p.m. on Tuesday October 21, 2008.

The contact person regarding this meeting is Laurie Giannini, P.O. Box 489, Angels Camp, California 95222 (209) 736-2561 # 106

The Marketing Committee consists of Chairperson Al-Rafiq, Vice Chair Trincherro, Member Director Downum and President Kautz.

### **AGENDA**

1. Report back to the community and discussion regarding the Fair's interim (non-fair) usage program with an emphasis on the following:
  - a. Contract with a promotional/sales person to attract new business
  - b. Create a new sales brochure
  - c. Update the website
  - d. Discuss the specific events on which to focus our efforts
2. Ambassador Program Discussion
3. Fair time Board of Directors' assignments discussion