

AGENDA
TOWN OF FAIRPLAY MARKETING WORKSESSION
6:00 PM WEDNESDAY, JANUARY 20, 2010
FAIRPLAY TOWN HALL, 400 FRONT STREET, FAIRPLAY, CO

This is to notice that three or more members of the Fairplay Board of Trustees may be present at this meeting. No formal actions will be taken at this meeting.

- I. Introductions – Tina Darrah, Town Administrator/Clerk
- II. Define Purpose of a Marketing Plan - Jeni Friedrich, Marketing Assistant
- III. Define Process of a Marketing Plan Development – Jeni Friedrich, Marketing Assistant
- IV. Define Goals of a Marketing Plan – Jeni Friedrich, Marketing Assistant
- V. Define Purpose of a Marketing Committee – Jeni Friedrich, Marketing Assistant
- VI. Define the Brand of Fairplay – Work Session
- VII. Define the Guest/Client/Customer/Visitor – Work Session
- VIII. Develop Committee – Tina Darrah, Town Administrator/Clerk
 - a. Select 7 Committee members from the following business sectors
 - i. Retail
 - ii. Restaurant
 - iii. Lodging
 - iv. Event Planners
 - v. Service Industry
 - vi. Recreation

This Agenda may be Amended.

Posted at the Fairplay Town Hall, Park County Library, Fairplay Post Office and on the Town of Fairplay Website on Tuesday, January 19, 2010.