

AGENDA
TOWN OF FAIRPLAY MARKETING WORKSESSION
6:00 PM TUESDAY, MARCH 2, 2010
FAIRPLAY TOWN HALL, 400 FRONT STREET, FAIRPLAY, CO

1. Determination of Top Five (5) Taglines

All work group members were requested to supply their top five tagline selections to Jeni prior to the meeting March 2, 2010. These selections will be tabulated and presented in order of preference. The work group is requested to then present these taglines to their business segment for input, feedback and general response. This information will be used in the following meeting, presently scheduled for March 16th, in order to make a final tagline selection.

As the deadline for the logo contest is March 19th, it is proposed that the presently scheduled March 16th meeting be moved to March 23rd, so that logo contest entries may be presented to the work group.

2. Customer Profile

The next task for the work group will be the formation of a Customer Profile. Work group members are asked to begin compiling characteristics of their business segment customer/client. This information should be collected both from direct contact, as well as indirectly from discussing this with other business segment members.

Sample questions on back.

3. Reminder/Discussion regarding the South Park Chamber of Commerce Mixer.

The mixer will be hosted by the Town of Fairplay and the Coyote Creek Art Studio on Wednesday, March 3rd at the Coyote Creek Art Studio, at 419 Front Street.

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.

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 Wednesday, February 24, 2010, 2010.