



**Marketing Committee Meeting Agenda
February 16, 2023
11:15 am to noon**

- I.** Welcome - Gail Fornasiere, Marketing Chair

- II.** Paid Marketing Strategy and Program Review - Greg Carson & Rachel Gourki, 62ABOVE

- III.** Public Relations Review (unpaid media and communications) - Greg Carson & Kaitlyn Palocsko , 62ABOVE

- IV.** Website and Social Media Update - Cathy Miller

- V.** Print Collateral and Travel Show Update - Michelle Warner

- VI.** Round Table - Introductions and share what's new plus provide a business outlook for spring and summer.