

## NOTICE OF MARKETING COMMITTEE MEETING

**16th District Agricultural Association  
California Mid-State Fair, Skybox  
2198 Riverside Ave, Paso Robles  
Monday, January 13, 2019  
10:00 am**

### AGENDA

#### Mission Statement

*“To Celebrate our Dynamic Community”*

#### Vision Statement

*“The 16<sup>th</sup> District Agricultural Association produces the California Mid-State Fair, which preserves, promotes, and showcases agriculture, the arts, the talents of our citizens, and the traditions of our region while maintaining a dynamic multi-use and solvent year-round event center.”*

- I. Call Meeting to Order
- II. Introduction of Guests
- III. Approval of Absences
- IV. Public Comment Period: This is the time the public may address the Board on items other than those listed on the agenda. Public comments shall be limited to five (5) minutes per speaker. Comments on items which are listed elsewhere on the agenda should be held until that item is being considered so that public testimony can be considered at the time the item is deliberated.
- VI. New Business
  - A. 75<sup>th</sup> Anniversary Update
  - B. Paso Robles Event Center Strategic Marketing Plan (2020-2023) Final Draft
  - C. Ca. Mid-State Fair Strategic Marketing Plan (2020) Draft
  - D. Internet Upgrade Update
  - E. Customer Service Training Update
  - F. Board Comments
- VII. Adjournment

Date of Notice: December 27, 2019

- 1) Persons with disabilities who may require accommodations to attend the meeting are requested to contact the Administration Office at (805) 239-0655
- 2) 16<sup>th</sup> DAA agendas can be accessed on the web at: <https://www.midstatefair.com/fair/board-meetings.php>