



Marketing Standing Committee

April 26, 2016 – 2PM

Melissa Bynum, Committee Chair

Dennis Bixby, Thomas Sims

Robbie Makinen, President and CEO

Staff Representatives, Frank White & Cindy Baker

Agenda

- I. Call to Order by Committee Chair Bynum
- II. Comments by KCATA Chairman Klika
- III. Committee Orientation - Committee Chair Bynum
- IV. General Overview of current marketing and communications
- V. Committee Discussion
 - Vision
 - Mission
 - Values
- VI. Overview of newly adopted Strategic Plan Goals – Work to focus around Goal C
- VII. Adjournment by Committee Chair Bynum