

## MEETING AGENDA

Page 1

**DATE:** 4/26/2017  
**TIME:** 3:30 – 4:30 PM  
**RE:** Airport Rebranding and Communications Sub-Committee Meeting

- 1) Overall Schedule Review (5 min)**
- 2) Airport Promotional / Awareness-Building Video (30 min)**
  - a. The Airport is in the process of developing a video for promotional use, both generally as well as for specific projects and audiences.
  - b. Review/edit list of priorities for content, review sample video (Greeley Airport), and review / add to list of potential vendors.
- 3) Review Other Ongoing Marketing / Communications Activities (15 min)**
  - a. Updates / Status of ongoing projects
    - i. Tarket Market Analysis: Reviewing RFPs, interviews next week
    - ii. Signage Replacement: Winning bid received; negotiating contract
- 4) Other business (5 min)**
  - a. Open discussion
- 5) Adjourn / Next Steps (5 min)**

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After meeting: Brief airport tour for anyone interested