

## MEETING AGENDA

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**DATE:** 1/10/2017  
**TIME:** 3:30 PM  
**RE:** Airport Rebranding and Communications Sub-Committee Meeting

- 1) Committee goals discussed at last meeting
  - a. Alignment with Strategic Plan & Vision
  - b. Define how to measure success
  
- 2) Timeline and outcomes development (See Attachment A)
  - a. Rebranding / marketing budget review
    - i. *Note: Total funding identified is specific to the Marketing / Rebranding effort – addt'l resources are available for supporting activities including conferences, events, etc.*
  
- 3) Other items not on agenda
  
- 4) Adjourn / Next Steps
  - a. Identify standing meeting time / date

## Attachment A

### DRAFT Timeline & Budget – 2017 Airport Marketing & Communications

<b>Q1</b> 1/1 – 3/31	<b>Q2</b> 4/1 – 6/30	<b>Q3</b> 7/1 – 9/30	<b>Q4</b> 10/1 – 12/31
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<ul style="list-style-type: none"> <li>» Develop goals and outcomes</li> <li>» Create roadmap to goal achievement</li> <li>» Draft &amp; final RFP</li> <li>» Issue RFP (End of Q1)</li> <li>» Signage: Update existing</li> </ul>	<ul style="list-style-type: none"> <li>» Select consultant</li> <li>» Make recommendation to Airport Commission</li> <li>» Hire consultant (~5/15)</li> <li>» Work with consultant on RFP tasks</li> </ul>	<ul style="list-style-type: none"> <li>» Continue work with consultant on RFP tasks</li> <li>» Complete consultant scope of work ~end of August</li> <li>» Implement action items including signage (add new as needed to accomplish goals)</li> </ul>	<ul style="list-style-type: none"> <li>» Continue implementation of action items</li> <li>» Measure success</li> </ul>
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Item	Expense (Est.)
Advertising & Event Marketing	\$15,000
Create Communications and PR Plan	\$35,000
Create Marketing Displays	\$10,000
Airport signage	\$75,000
<b>TOTAL</b>	<b>\$135,000</b>

