



**Crete Park District  
Marketing Committee  
737 W. Exchange  
6:00 pm  
Meeting Agenda**

- 1) Call to Order**
  - a. Roll Call
  - b. Pledge of allegiance
- 2) Conference Follow-Up**
  - a. Agency Showcase
  - b. Sessions
- 3) Marketing Updates**
  - a. Marketing Plan Outline
  - b. Marketing Materials
    - i. Community Newsletter
    - ii. E-Brochure
    - iii. Printed preview (Park Pals)
    - iv. Website
    - v. Social Media
    - vi. Swag
  - c. Branding
    - i. Logo
    - ii. New Style Guide Update
  - d. Media Kit
    - i. New sponsorship options
  - e. Marketing Budget
  - f. Discuss Marketing Reports at Monthly Board Meetings
- 4) New Business**
- 5) Next Meeting**