



The mission of the Crete Park District is to enrich the lives of individuals and families in the community through the provision of services, facilities, and programs which improve the quality of life for the residents of Crete and surrounding areas.

Crete Park District
Marketing Committee
July 10, 2024
737 W. Exchange
6:00 PM
Meeting Agenda

- 1) Call to Order
 - a) Roll Call
 - b) Pledge of Allegiance
- 2) Transformation of Marketing events to Marketing Department
 - a) Branding
 - i) Logo
 - ii) Style Guide
 - iii) Image
 - (1) Sign Consistency
 - (2) Color Consistency
 - (3) Quality Control
 - b) Marketing Material
 - i) E-Guide/Brochure
 - ii) Website
 - iii) Online Registration and presence
 - iv) Social Media
 - (1) Presence
 - (2) Engagement
 - c) Community Engagement
 - i) Collaborative Marketing Efforts
 - ii) Grand Openings
 - iii) Partner Events
 - (1) Juneteenth
 - (2) Running O'the path
 - (3) Crete Country Christmas
 - (4) Chamber
 - d) Media Kit and Sponsorship
 - i) Opportunities
 - ii) Contracts
 - iii) Relationship Building
- 3) New Business
- 4) Next Meeting