

FWPDA Marketing Committee
Agenda
Friday, April 25 2014, 2 pm
Building 262

AGENDA

- Review Frause logo presentation

- Review Frause Strategic Marketing Plan

- Provide guidance on implementation of marketing
\$2000 - \$5000/month

- Review Frause website draft
 - Photos; access to upgrades
 - Discuss further development

- Post initial information or links for www.fortworden.org

- Market Discover Pass locally, regionally and on statewide basis
 - Dedicated website: www.discoverpass.org (?)
 - Arrangement with Jefferson County Auditor
 - Social media marketing

- Fort Worden social media marketing
Mike and Laura of Frause are working on Facebook platform
"Facebook Fort Worden.org"

- Marketing plan for May 31 grand opening event
Combined with Nanda show
Partnership: Lela, Danny Milholland, Megan Claflin (Centrum)

- Other stuff