

Colony Days Committee

Board Meeting Agenda

Date: 2.10.2020 Start Time: 6:00 p.m.
Location: Conference Room, Hope Chest Emporium

1. Call to Order
2. Previous Meeting Minutes
3. Review and Adoption of Agenda
4. President/Chairperson
5. Government Liasion
6. Treasurer
 - a. 2020 Budget
7. Publicity
 - a. 2020 Theme
8. Parade
9. Festival
10. Volunteer
11. Traffic and Safety
12. Special Events
 - a. 4th of July
 - b. Tent City After Dark
13. New Business

Meeting Adjourned 7:30 p.m.

Next Meeting Monday, March 9 at 6 p.m.

Colony Days Marketing Committee report for February 2020

The marketing committee is working on the logo for this year's theme. We have a design concept and Anthony is working on the first draft of it as we speak. By the March meeting, we should have a design to present to the board. Once we have the logo designed, we will move forward with our postcard and poster designs for Colony Days and Tent City After Dark.

At our last committee meeting, we discussed the budget and possible items to seek sponsors for. We will only print 2020 T-shirts if we get sponsors for the shirts.

We will be getting underway with promoting the Fourth of July event as soon as the bands are secured. An event has been posted on our FB page: ColonyDays. Be sure to like, follow and visit our page and also love, comment on and share our posts and events. Go into the events and invite your local FB friends. The more our group interacts with what is posted on the page, the more other people will see it too.

Heather will ask for funding from the Atascadero TBID board in March. If approved for funding that additional money will go toward print, radio and television advertising with a more regional reach.

The marketing committee meets the first Monday of the month at 6 p.m. at Fossil Wine Bar on Entrada Ave.

Heather Young, Marketing Director