

Albany Capital Center

Marketing Committee Meeting 2/5/14

AGENDA

1. Clearly develop committee mission and vision
2. Establish a general timeline for marketing activity
3. Develop short and longer term strategies and tactics
4. Plan a meeting with sales and marketing staffs
5. Discuss a parallel strategy to determine surrounding (convention center) business/needs and how to develop a service/hospitality culture for the convention center district.
6. Other business