

Cultural Council Marketing Committee Meeting

Agenda

**Thursday, February 25, 2016
Louisville Center for the Arts
City Hall, 749 Main Street, Louisville
Spruce Conference Room
9:00 a.m.**

- I. Goal: All 2016 event marketing planned and ready to execute by the end of March
 - a. Series packaging
 - b. Posters and imaging – what Blake needs
 - c. Marketing plan
 - i. Distribution
 - ii. Email marketing plan
 - iii. Social media plan
- II. The LCC Brand
 - a. Assess
 - b. Action Plan
- III. Facebook Page
 - a. Unauthorized post review and plan
 - b. Ownership of the page moving forward
- IV. Adjourn