



Merced County Marketing and Partnership Committee Meeting Agenda

**Wednesday, January 3, 2001
8:00 a.m. –10:00 a.m.
PITD Small Conference Room
1880 W. Wardrobe Ave., Merced, CA**

- I. Introductions**
- II. Approval of Minutes –December 6, 2000**
- III. Review One Page WIB Mission/Introductory Statement**
- IV. Examine Other WIB Marketing Plans**
- V. Determine Steps for the Development of a Marketing Strategy**
- VI. Confirm Committee Meeting Dates**
- VII. Review Tasks Assigned to the Marketing Committee**
- VIII. Individual Assignments**
- IX. Adjournment**