



Colorado State Fair

1001 Beulah Avenue | Pueblo, CO 81004 | coloradostatefair.com

BOARD OF AUTHORITY

Colorado Department of Agriculture

Marketing Committee Meeting

Wednesday, April 29, 2020 | 9:00 a.m.

Zoom Meeting

Meeting ID: 952 2152 5572

Password: 9yMn2G

MISSION STATEMENT - to create an entertaining, inspiring and educational inter-generational experience highlighting the preservation, promotion and exposition of our state's vibrant and diverse agriculture, industry and culture.

AGENDA

- I. **CALL TO ORDER**
- II. **2020 BUSINESS PLAN – MARKETING PLAN ASSESSMENT**
- III. **MARKETING RFP**
- IV. **2019 DATA ANALYSIS**