



**Parking Task Force Marketing Committee
January 27, 2020
Court Conference Room
2:00 p.m.**

AGENDA

1. Welcome & Introductions
2. Public Comment
3. Discussion of Current Marketing & Promotions
 - a. Parking Webpage
 - b. East Lansing/Downtown East Lansing Social Media Posts
 - c. East Lansing Parking Brochure
 - d. Downtown East Lansing Visitor's Guide
 - e. Annual Event Promotions with Downtown Businesses (attachment)
4. Discussion of Possible Program Ideas & Funding Strategies/Measurable Outcomes
 - a. Merchant Pilot Program
 - b. Mailing Promotion/Game
 - c. Enhanced Signage
 - d. Partnerships with DMB/DDA