

Agenda
San Mateo County Harbor District
Marketing and Promotions Committee

Date: **Wed. May 29, 2013**

Time: **6:00pm**

Location: **Half Moon Bay Yacht Club**

6:00pm

Introductions – Robert Bernardo & Sabrina Brennan

- Goals of Marketing and Promotions Committee: Education, Soliciting Community Feedback, and Government Transparency

6:10pm (20 min)

Review websites:

1. www.portseattle.org
2. www.portmetrovancouver.com
3. www.visitmarinadelrey.com

6:30pm

Harbor District website: www.smharbor.com

Consider categories of things to be implemented on website:

- navigation topics
- agendas, board packets, minutes and meeting video link
- social media integration (facebook, twitter, linkedin, tumblr, google+, fish line app)
- online forms (example: special event form, activity permit, etc.)
- email list form – email marketing, District updates, and meeting agendas
- email links for staff and commissioners
- easy web content updating
- search engine optimization (SEO)
- mobile site
- online credit card payments for fees (examples: slips, activity permits, etc.)

7:20pm

Action Items

1. Discuss changing the name of committee
Marketing, Website, & Social Media Committee
2. Set date/time for next meeting

7:30pm

Meeting Adjourned (hard stop)