

City of Fairfax Band Association, Inc.

Marketing/Public Relations Committee

Chairperson: Association Board member with current professional marketing experience, the Public Relations Coordinator.

Staff: Managing Director

Members: Association Board members and several non-board members with expertise, interest and contacts in advertising, public relations, sales and community involvement.

Meeting schedule: As necessary to achieve annual committee goals.

Committee responsibilities:

1. Focus on a broad range of earned income producing efforts including: advertising (paid media), public relations (earned media), market research, media planning, product pricing, distribution, customer support, sales strategy, and community involvement.
2. Develop and implement an annual marketing plan consistent with the Association's artistic plan and earned income needs.
3. Conduct an annual assessment of the effectiveness and efficiency of the implemented marketing plan and recommend changes.
4. Develop a marketing strategy, policy, research, and long-range goals consistent with the Association's Strategic Plan.
5. Develop and sustain an organizational structure for effective marketing. Functions include: webmaster, graphic design, media representation, new media exploitation, patron surveys, research, box office management, community liaisons, e.g., staffing tables at Fall Festival, distribution of materials, e.g., delivery to local businesses, and soliciting program ads.
6. Develop an annual marketing budget as input to the Association budget, including proposed ticket pricing and volume, product sales pricing and volume and marketing expenses.
7. Perform other duties as assigned by the Board Chairperson and Executive Committee.

Charter adopted by the City of Fairfax Band Association Board of Directors on: 15 April 2009