

# HISTORIC ST. MARY'S CITY

A MUSEUM OF HISTORY & ARCHAEOLOGY AT  
MARYLAND'S FIRST CAPITAL

## HISTORIC ST. MARY'S CITY COMMISSION EDUCATION & MARKETING COMMITTEE

March 19, 2019

9:30 a.m.

Administration Conference Room

### Agenda

- |      |                                     |         |
|------|-------------------------------------|---------|
| I.   | Education:                          | Friesen |
|      | a. Programs & Events Update         |         |
|      | b. School Tours                     |         |
|      | c. Planning                         |         |
| II.  | Marketing                           | Yeatman |
|      | a. Marketing perspective            |         |
|      | i. Initiatives for upcoming year    |         |
|      | b. Review of Web Design Process     |         |
|      | c. Review of Logo Design Process    |         |
| III. | Events Coordination with Foundation | Faden   |
|      | a. Foundation                       |         |
|      | b. CBMM                             |         |
| IV.  | Update on MHIC                      | Faden   |
| V.   | Upcoming Committee Meeting Dates    |         |

### Education & Marketing Committee Members

Fr. Bill George, Commission Chair  
Larry Leak, Commission, Vice Chair  
Andrea Steele  
Danielle Troyan, Committee Chair

### Staff

Regina Faden, Executive Director  
Peter Friesen, Director of Education  
Howie Grube, Development Director  
Sharol Yeatman, External Relations  
Porzia Purves, Recording Secretary

### Education and Marketing Committee Meeting

Tue, Mar 19, 2019 9:30 AM - 10:30 AM EDT

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