

# **MARKETING COMMITTEE**

## ***MISSION STATEMENT***

### ***PROCEDURES***

- This committee will work with the sales/marketing director in formulating a marketing plan for the purpose of promoting sales of unites of ownerships of the R-Ranch.
- The marketing committee will coordinate with the sales/marketing director in all aspects of this plan and its execution.
- This plan must include advertising and publicity related to the R-Ranch.
- This committee may assist the events committee in suggesting events at which the marketing committee will participate.
- The committee will also form a plan to market the ranch in events located outside the ranch.
- The M.C. will report to the Board of Directors on an as needed basis at the regular Board meetings or no less often than quarterly.

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