

AGENCY COMMITTEES

The Medford Urban Renewal Agency's committees were formed to broaden public participation in the downtown renewal process. Committee members are appointed by the Agency Board, and serve three-year terms, with no term limits. The Budget, Marketing, Parking and Downtown Design Committees serve as advisory groups to the Medford Urban Renewal Agency. The Agency encourages and welcomes citizen interest by means of membership on any of its committees.

The Marketing Committee meets the third Wednesday of every month at 5:30 p.m., at Medford Urban Renewal Agency 45 S. Holly St., Medford, OR 97501

AGENCY MARKETING COMMITTEE

The **MARKETING COMMITTEE** is an advisory committee to the Medford Urban Renewal Agency Board of Directors. It is served by eight public participants, as well as an Agency Staff member and an Agency Board member. The Committee is responsible for the recommendation of policy and plans defining a marketing strategy for the downtown area. Areas of responsibility include public relations, collective advertising and events coordination, as appropriate, to carry out objectives of the *City Center Vision Plan*.

Residency, employment, or business or property ownership within the city of Medford is a requirement for serving on the Marketing Committee.

AGENCY PURPOSE

In 1988 the citizens of Medford recognized that if something was not done, they would soon lose their downtown. The character of downtown was quickly changing, as major retail stores, private and government offices, and entertainment uses began moving to newly developed fringe areas of the City. Over the years, the downtown's position, both as a regional center and the City's center, was slowly eroding away. The challenge was to recognize the dynamics of this change and to begin the reinvention and revitalization of downtown as a regional center for government, business, entertainment and culture. Today, through the efforts of the citizens of Medford, the foresight of the City Council, and the commitment of the Urban Renewal Agency Committees, Board and Staff, the process of reinventing our downtown is well under way.

Commonly Asked Questions

- Q. How often does the Marketing Committee meet?*
- A. Typically, the Marketing Committee meets the third Wednesday of each month in the Agency Conference Room.*
- Q. Are Committee members reminded of meeting dates?*
- A. Prior to every meeting, members are sent an agenda. Members are also given a courtesy reminder call or sent an email.*
- Q. How often do openings become available on the Marketing Committee?*
- A. Committee appointments are for 3-year terms with no term limits. The Agency advertises positions as they become available, and contacts interested citizens whose names are on file.*

The Medford Urban Renewal Agency and City of Medford Volunteer positions are open to all persons without regard to race, sex, age, handicap, religion, ethnicity, or national origin. For further information about this opportunity policy, contact the City of Medford Personnel Office at 774-2010.



If interested in serving on the Marketing Committee, or for more information concerning other committees, please contact Medford Urban Renewal Agency at:
45 South Holly St.
Medford, OR 97501
(541) 774-2700
www.downtownmedford.com

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**MARKETING
COMMITTEE**