



Legislation Details (With Text)

File #: ID 2017-550 **Version:** 1 **Name:**

Type: Presentation(s) **Status:** Agenda Ready

File created: 8/16/2017 **In control:** Community Redevelopment Agency

On agenda: 8/21/2017 **Final action:**

Title: PRESENTATION OF MCRA MARKETING PLAN FOR FY 16/17 AND FY 17/18.

Sponsors:

Indexes:

Code sections:

Attachments: 1. BACKGROUND

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

TO: Chair and Members of the Board

FROM: Sam May, Executive Director

DATE: August 21, 2017

PRESENTATION OF MCRA MARKETING PLAN FOR FY 16/17 AND FY 17/18.

BACKGROUND: An overview will be presented of the CRA marketing and promotional initiatives conducted over the past fiscal year, and proposed initiatives for the coming fiscal year.

RECOMMENDATION: Provide comment and direction.

FISCAL IMPACT: Funding is allocated in 140-0510-512-31-05 Marketing and Promotions

CONTACT PERSON: Danielle Sabat, Marketing Coordinator