



Legislation Details (With Text)

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Title: STRATEGIC MARKETING PLAN OVERVIEW AND UPDATE
Sponsors:
Indexes:
Code sections:
Attachments: 1. BACKGROUND INFORMATION

Date	Ver.	Action By	Action	Result
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TO: Chair and Members of the Board

FROM: Diane Colonna, Executive Director

DATE: November 9, 2016

STRATEGIC MARKETING PLAN OVERVIEW AND UPDATE

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: Lauren Harris, Marketing Coordinator