



## Legislation Details (With Text)

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**Title:** PRESENTATION OF MCRA MARKETING PLAN FOR FY 16/17 AND FY 17/18.  
**Sponsors:**  
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Date	Ver.	Action By	Action	Result
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**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