



Legislation Text

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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