

Agenda Item Number 10.a.

Communications Plan Update

Presenter: Byron Vanderpool

Action Recommended: Approve LCOG Communications Plan

Background:

Cathy Hamilton of Verb Marketing + PR will walk the Board through the attached draft LCOG Communications Plan.

Once the Board has made any desired changes and is comfortable with the contents, the Board will be asked to approve the plan.

Once approved, staff, working in concert with the Executive Committee, anticipates bringing a proposed implementation plan back for the Board's September meeting.