

Agenda Item Number 13.b.

LCOG Communications Plan Update

Presenter: Byron Vanderpool

Action Recommended: None, Information Only

Per the Board's direction at its June meeting, the Executive Committee and LCOG staff have been working to prioritize and begin implementing the action steps called out in the LCOG Communications Plan.

To date, the following steps have been taken:

- Colene Doll, LCOG's Creative Services Program Manager has been appointed as LCOG's Communications Plan Project Manager to begin implementation of the plan and prepare a progress report and recommendation for further action to the Board of Directors not later than February 2012.
- The Executive Committee met on July 21st with Cathy Hamilton, President of Verb Marketing +PR, and LCOG staff to prioritize the Communications Plan action steps and approve a 9 month implementation project.
- A technical assistance contract has been developed with Verb Marketing + PR to provide on-going technical assistance to LCOG staff.
- A draft resource directory, draft contacts guide, and draft member services summaries have been developed.
- One on one sessions with each member agency are being scheduled to review the draft materials and get better information on members' needs.

Staff will be available to answer any questions about implementation of the Communications Plan.