



Your Place for a Space™

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Date: Monday, April 8, 2013 @ 10:00 a.m.

To: Mark McGovern, Carey Redd, Paddi LeShane, Tod Kallenbach, Dan Nash, Jessica Jones, Aaron Goldenthal, Vanessa Williams, Nicholas Simonette

From: Terry Leonowicz

Subject: HPA Marketing Committee Meeting Agenda

1. Consumer Issues / Public Information Plan
 - a. BFDH Membership Parking Survey
 - b. Customer Survey – MAT Garage
 - c. Progressive Meter Rates – PI Campaign Strategy

2. Promotions and Partnerships
 - a. UCONN/IMG Partnership 2013-14
 - b. "Park on Us" Sponsorship Update
 - c. GHAC Partnership Opportunities (Update)

3. New Marketing Ideas – Discussion
 - a. Market Research Strategy
 - b. HPA "Calendar of Promotions" 2013-14
 - c. Budget Update

A handwritten signature in blue ink, appearing to read 'Terry Leonowicz', is written over the stamp.

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TOWN & CITY CLERK
HARTFORD