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Date: Monday, January 14, 2013 @ 10:00 a.m.

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

From: Terry Leonowicz

Subject: HPA Marketing Committee Meeting Agenda

1. Consumer Issues / Public Information Plan
 - a. Neighborhood Initiatives
 - b. BFDH Priorities
 - c. Customer Survey – MAT Garage
 - d. HPA Newsletter
 - e. Update Signage – wayfarer, off highway

2. Promotions and Partnerships
 - a. UCONN Update
 - b. UHart Update
 - c. “Park on Us” Sponsorship recommendations
 - d. Taste of Hartford (Jan. 21 – Feb. 3)

3. Green Initiatives (Solar Installation Update)

4. New Marketing Ideas – Discussion
 - a. CT Convention and Sports Bureau (CCSB) Opportunities
 - b. Recommendations for marketing promotions for the remainder of Fiscal year 2012-2013

5. Budget Update