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Date: Monday, March 11, 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. **Neighborhood Initiatives**
 - b. **Customer Survey – MAT Garage**
 - c. **Next HPA Newsletter**

2. **Promotions and Partnerships**
 - a. **UConn Wrap-up**
 - b. **UHart Wrap-up**
 - c. **Big East Tournament**
 - d. **“Park on Us” Sponsorship Update**
 - e. **GHAC Partnership (new initiative)**

3. **New Marketing Ideas – Discussion**
 - a. **Budget Update**
 - b. **Market Research**
 - c. **On-street Parking**
 - d. **Evaluation of Past Marketing Promotions**
 - e. **HPA “Calendar of Promotions”**