

Inter Office Memo

To: Marketing, Planning and Legislative Committee

Date: August 31, 2010

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: DVC Transit Center Opening Update

SUMMARY OF ISSUES:	The opening dedication ceremony for the Diablo Valley College Transit Center opening was confirmed and changed to assemble at 10:30. The CCCTA marketing staff is coordinating with staff at DVC on all final arrangements. Below is an update.
RECOMMENDATIONS:	Review and provide input.
FINANCIAL IMPLICATIONS:	The total amount is estimated between \$2,000-\$2,500.
OPTIONS:	None
ACTION REQUESTED:	Discuss and provide feedback

Background

CCCTA staff is working closely with staff at Diablo Valley College on all the logistical and promotional elements of the event. Unlike the ground breaking event, the opening ceremony will be a more formal event. Below is an outline of the plans to date.

Event Set - Up

- The date and location have been confirmed - September 25, 2010 at **10:30 AM**
- Set up will take place on the east side of the bus turn around
- DVC police will cordon off the parking lot directly adjacent to the set up area for guest and speaker parking.
- A hybrid bus will be parked in the turn around and serve as a background for speakers
- Rental of 20' x 20' canopy, chair, tables and linens has been confirmed. Unlike the ground breaking event, the opening will have a more a more formal decor with upgraded chairs, white table lines and food service staff for the refreshments
- Either photo boards or a slide presentation will be set up to display a photographic evolution of the project, beginning with photos from the ground breaking event through various stages of construction
- CCCTA will bring podium, microphone, sound system, projection equipment and generator

Speakers

- CCCTA General Manager will serve as MC and introduce speakers
- CCCTA Chair, Dave Hudson will speak on behalf of CCCTA

- DVC President, Judy Walters will speak on behalf of the College
- CCCTA Board member and Pleasant Hill Mayor, Karen Mitchoff will speak on behalf of the City of Pleasant Hill
- Congressman Garamendi will send a representative to speak
- The General Manager has heard from the offices of Assembly members Tom Torlakson, Nancy Skinner, and Joan Buchanan that they will send representatives. The General Manager will confirm if they wish to say a few words at the event
- DVC Public Information Officer will try to secure a student speaker

Refreshments

- CCCTA staff sought estimates for refreshments and selected Cindy Silva of Sunrise Bistro. They will provide individual quiche servings, fruit, pastry, coffee and juice, as well as a staff person to assist

Entertainment

- General Manager has contacts with the College Park Jazz Band, and will try to secure a group to play background music before speakers as guests are assembling.

Promotion

- A Save The Date e-vite was sent to 180 guests. To date, 23 have indicated they will attend
- An updated hard copy invitation will be sent the week of September 13th and will include all final details including guest speakers, entertainment and site map with parking instructions
- News article with photos will be sent to media announcing the opening ceremony
- Pleasant Hill Chamber of Commerce will be present with ribbon cutting props for post event news release

Yet To Be Finalized

- Will projection equipment work outdoors, or will there be photo display boards
- Will there be a student speaker
- Marketing staff to develop a simple, yet clear map depicting how to get to the event from Contra Costa Blvd., as well as the designated parking area.
- Final speaking points based on possible late confirmation by elected officials