

The County Connection

Inter Office Memo

To: Marketing and Planning Committee

Date: June 29, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By: 

SUBJECT: Community Events

SUMMARY OF ISSUES:

County Connection marketing staff continues to participate in select community and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

June Class Passes

7/1/11 – Concord Child Care Center – 48 students/7 adults

7/14/11 – WCCA Club – 12 students/2 adults

7/21/11 – WCCA Club – 12 students/2 adults (using summer youth passes)

Community Events – None presently scheduled

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

Any costs associated with events are included in the Promotions budget.