

To: Marketing, Planning, & Legislative Committee

Date: August 19, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: New Van Design Introduction

SUMMARY OF ISSUES:

The marketing staff anticipates that at least one of the three wrapped LINK vans will be complete by the September 15, 2011 meeting of the Board of Directors. In addition to having a van on display for Board members to see, staff wishes to invite the photographer and the media to view the bus and to assist in promoting the new vehicles to the public.

Prior to the meeting all Board members will be sent an electronic photograph of the wrapped vehicle and informed that the bus will be available for viewing at the September Board meeting, as well as the possibility of media presence.

The vehicles will be used throughout the service area.

FINANCIAL IMPLICATIONS:

All funds associated with wrapping three vehicles were covered in the FY2011 marketing and planning budgets.