

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
County Connection Administration Offices  
2477 Arnold Industrial Way, Concord  
**February 5th, 2015, 8:30 a.m.**

**Directors:** Directors Schroder, Worth  
**Staff:** Rick Ramacier, Anne Muzzini, Kristina Vassallo  
**Public:** None

**Call to Order:** Meeting called to order at 8:35 a.m. by Director Schroder

- 1. Approval of Agenda Items:** Agenda was approved.
- 2. Public Comment and/or Communication:** None
- 3. Approval of MP&L Summary Minutes for January 5, 2015:** Minutes were approved.
- 4. On Board Survey:** Ms. Muzzini explained that two bids were received in response to the RFP and she recommended the award go to Moore & Assoc., a California based firm with lots of experience in the field. There was discussion about whether to survey students, and Director Worth emphasized the need for some survey information – a short form was discussed. The Committee agreed to support staff recommendation. Board action not required as it's a service contract less than \$100,000.
- 5. Draft County Connection 2015 Federal Legislative Program:** Ms. Vassallo took the Committee through the legislative booklet describing County Connection and identifying key positions. Committee members suggested different pictures and more graphics. The pros and cons of a booklet vs. a single page were brought up. There was discussion about politics at the federal and state level.
- 6. Marketing Reports** – The usual marketing reports on web use were reviewed.
- 7. Next Scheduled Meeting** – The next meeting was scheduled for March 5th at 8:30am.
- 8. Adjournment** – The meeting was adjourned at 9:30 a.m.

Minutes prepared and submitted by: Anne Muzzini, Director of Planning & Marketing