


FOR INFORMATION ONLY

CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS

TO: BOARD OF RECREATION AND PARK COMMISSIONERS  
FROM:  JON KIRK MUKRI, General Manager  
SUBJECT: PROPOSED MARKETING AND COMMUNICATIONS PLAN

At the July 8, 2009 Board meeting, President Sanders requested that a Departmental Marketing and Development Strategic Plan be presented at the September 2, 2009 Board meeting. The proposed plan is on file in the Board Office.

The report was prepared by Jane Kolb, Public Information Director.