

Memorandum

To: Board of Directors

March 15, 2019

From: Elections Committee

RE: BOARD OF DIRECTORS' ELECTION 2019 - FINAL MARKETING PLAN

The Elections Committee and Marketing Department submit for your consideration the final marketing plan for the 2019 Board Election. Many of the initiatives are already underway as reflected in the Elections Committee Task and Communication Calendar provided at the February meeting for Information Only.

We are requesting your input and hopefully approval of the plan as presented.