



## MEMORANDUM

**TO:** MRA Board of Commissioners

**FROM:** Ellen Buchanan, Director *EB*

**DATE:** July 11, 2021

**SUBJECT:** MRA Communications Plan & Recommendations

Staff received the plan from Six Pony Hitch on July 8 and have only had time for a cursory review. It is a very detailed and lengthy document which deserves a much more thorough review than can be undertaken before the July Board meeting. Consequently, we have requested that Spider McKnight from Six Pony Hitch make a presentation to the Board at this upcoming meeting with the understanding that adoption, in full or in part, might be on the August agenda. Staff is making the report available to the Board as part of this agenda packet, giving you the next month to read and digest the recommendations. We anticipate a robust discussion at the August meeting or you may choose to have a work session devoted solely to the recommendations from Spider and her team. You will note that it was impossible to address the communication needs and recommendations for MRA without consideration of a comprehensive approach for all City departments. This comes as no surprise, but it does have some significant budget considerations that are outside the ability of MRA to consider. Following Spider's presentation on the 15<sup>th</sup>, we may want to have a discussion about how the Board would like to move forward.