



**To:** Richmond City Council **Date:** April 24<sup>th</sup>, 2003  
**From:** Mayor Malcolm D. Brodie **File:** -  
Chair, General Purposes Committee  
**Re:** **RICHMOND AWARENESS MARKETING CAMPAIGN**

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The General Purposes Committee, at its meeting held on April 22<sup>nd</sup>, 2003, considered the above matter, and recommends as follows:

**Committee Recommendation**

- (1) That the "Richmond Awareness Marketing Campaign" (as presented at the April 22<sup>nd</sup>, 2003 meeting of the General Purposes Committee), be approved in principle as a pilot project; and*
- (2) That the results of the pilot project be monitored before proceeding further.*

Mayor Malcolm D. Brodie, Chair  
General Purposes Committee

Attach.