



METROLINX

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Memorandum

To: Vasie Papadopoulos
From: Zdenka Jasura
Date: April 13, 2012
Re: Agenda for Weekly 1:1

Vasie,

Hopefully, we will have time to discuss the following:

1. IS Brief at MTO
2. KPIs
3. GO Branding – what is required from this team
4. Due North contract:
 - a. Has expired -Tony had left instructions w/Paul Davidson to get an extension. Currently we have \$48K remaining.
 - b. How do we get more money going forward assuming the contract is extended to March 2013?
 - c. Discuss Ipsos deck from Feb 2012 (will bring hard copy to meeting) – can we move forward with this via Due North to establish benchmarks for MX branding? We have enough money remaining in contract to execute one study but will likely need multiple studies before June 2013.
5. Review Presto meeting with Due North on Tuesday, April 10 and do we have the funds to support their new video?

Thanks!

Zdenka