
From: Trina Melatti
Sent: 5/28/2012 4:51:27 PM
To: Dina.Graser@metrolinx.com; Vasie.Papadopoulos@metrolinx.com
Subject: RE: Weston Station Master Plan

Hi Dina,

The template was done when we did the rest of the branding items – slide decks, etc. The agency pulls them together according to our guidelines. They've technically already been redone.

You'll have to chat with Jodi and Debbie Dias on these.

Thanks,
Trina

From: Dina Graser
Sent: Monday, May 28, 2012 12:39 PM
To: Trina Melatti; Vasie Papadopoulos
Subject: RE: Weston Station Master Plan

Going forward I wonder if we can make these ads a little more attractive? They look like official notices but wondering if we can make them feel a bit friendlier. Who designs them?

From: Trina Melatti
Sent: May 24, 2012 12:43 PM
To: Dina Graser
Cc: Andrea Gusen; Tom Aylward-Nally
Subject: FW: Weston Station Master Plan

FYI

From: Debbie Dias
Sent: Wednesday, May 23, 2012 3:08 PM
To: Kim Hopps
Cc: Trina Melatti
Subject: Weston Station Master Plan

Hello Kim. Attached is an ad for a Public Open House for the Weston Station master plan. In order to make the newspaper deadline, approval is required no later than 12 noon on Friday, June 1, 2012.

Insertion will be in the North York Mirror and the York Guardian on Thursday, June 7, 2012.
Cost: \$5,862.64.

Thanks Kim

Debbie

Debbie Dias-Schimek
Marketing Assistant - Design, Marketing and Brand
Metrolinx
416 869 3600 ext. 5327
Debbie.Dias-Schimek@metrolinx.com
metrolinx.com