
From: Paula Edwards [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=PAULAE]
Sent: 7/11/2012 10:37:45 PM
Subject: Fw: draft GO brief for ARB
Attachments: GO Brief for ARBv1July12.docx

Your thoughts are appreciated
Thanks

From: Mary Proc
Sent: Wednesday, July 11, 2012 02:30 PM
To: Gary McNeil; Greg Percy; Michael Wolczyk; Matt Holland; Paula Edwards; William Jenkins; Lilian Abad; Allison Collins
Subject: draft GO brief for ARB

Team: GO Transit needs to return to the Advertising Review Board (ARB) to get the services of an advertising & marketing firm. Its contract with DueNorth expired in March, 2012.

Judy Pfeiffer asked for my help in drafting the brief or "GO's needs" that explains to the ARB what we require help with.

Can you review & let me know by end-of-day tomorrow what is missing or what can be improved? Please share more widely if you need to.

Thanks...Mary