
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 7/17/2012 1:18:56 AM
To: Marilyn.Hood@metrolinx.com [marilyn.hood@metrolinx.com]
Subject: Re: Metrolinx Topiary Signage

Your call.

We need to demonstrate value proposition.

sent from judy's bb

From: Marilyn Hood
Sent: Monday, July 16, 2012 08:58 PM
To: Judy Pfeifer
Subject: Re: Metrolinx Topiary Signage

Yes this is the first they've heard of it? If so, I can't speak to background, costs, timing, etc so may be a good idea to wait until you're back.

From: Judy Pfeifer
Sent: Monday, July 16, 2012 08:55 PM
To: Marilyn Hood
Subject: Re: Metrolinx Topiary Signage

Yes.
sent from judy's bb

From: Marilyn Hood
Sent: Monday, July 16, 2012 08:31 PM
To: Judy Pfeifer
Subject: Re: Metrolinx Topiary Signage

I am happy to take this forward. Will this be the first they have heard about the proposal? Or is it just a matter of selecting one of the three versions. If asked I'd pick the one with GO- makes sense re overall MX positioning.

From: Judy Pfeifer
Sent: Monday, July 16, 2012 05:57 PM
To: Michael Cooper
Cc: Marilyn Hood; Steve Naylor; Heather Platt
Subject: Re: Metrolinx Topiary Signage

We have not brought forward to MTO as I had no materials.

Marilyn, please bring forward. You will need to speak to Sarah offline before hand.

sent from judy's bb

From: Michael Cooper
Sent: Monday, July 16, 2012 05:16 PM
To: Judy Pfeifer
Cc: Marilyn Hood; Steve Naylor; Heather Platt
Subject: Metrolinx Topiary Signage

Hi Judy,

We are meeting to discuss the Hillside Media contract on Thursday regarding Metrolinx topiary signage along the Gardiner Expressway. Steve wanted to make sure you and MTO have given approval for this signage before we proceed. I have attached 3 possible logos for discussion for only one placement.

Thanks for your help,

Michael

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