
From: Mary Proc [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=MARY.PROC]
Sent: 10/2/2012 11:40:25 AM
To: Marilyn Hood [marilyn.hood@metrolinx.com]
CC: Judy Pfeifer [judy.pfeifer@metrolinx.com]; Gary McNeil [gary.mcneil@gotransit.com]
Subject: RE: GO marketing ARB draft

As the client, I won't be at the table? But will instead be an observer like Kimberley?

From: Marilyn Hood
Sent: Monday, October 01, 2012 5:48 PM
To: Mary Proc
Cc: Judy Pfeifer
Subject: Re: GO marketing ARB draft

Hi Mary

With respect to the ARB process, MTO does have a seat at the table along with two reps from the ARB. The MTO rep is Kimberly Bates and she has delegated her seat at the table for all MX-related business to Judy and she will occupy one of the two observer positions for all ARB processes going forward.

With respect to the GO brief, Judy has asked me to be at the table. That means we have one observer position available and I assume that you will want to occupy that spot.

I erred in saying that Kimberly signs off on contracts. She actually has to certify, on an annual basis, that she has reviewed and is aware of all MTO and agency contracts.

Apologies for the confusion.

:: sent via blackberry

From: Mary Proc
Sent: Thursday, September 27, 2012 04:25 PM
To: Marilyn Hood
Cc: Judy Pfeifer
Subject: RE: GO marketing ARB draft

This draft looks fine to me. Can the ARB proceed to give you dates? Thanks...Mary

In addition to you & me, who else will be interviewing firms? Michel Frappier? Lori Sloan? Who else? Thanks...Mary

From: Marilyn Hood
Sent: Thursday, September 27, 2012 11:09 AM
To: Mary Proc
Cc: Judy Pfeifer
Subject: GO marketing ARB draft

Mary

Please take a look at the attached updated draft. I have tightened it up considerably and refocused the deliverables. This is based on feedback I received from the ARB. The section of what the agency needs to do and milestones are completely up for discussion and input.

I am also going to share this draft with the folks at ARB – unofficially – so that I can get their feedback on content and direction.

Thanks.

Marilyn Hood

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