

Memorandum

Date: April 15, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Monroe Evening News User's Guide Ad

Attached please find the Monroe Evening News flyer describing the User's Guide that they will be producing instead of the Monroe Travels Magazine. This will be sent out with the Monroe Evening News paper and will also be distributed at key locations. The Promotion Committee agreed that an ad in the User's Guide could help inform area residents. **The Promotion Committee recommends placing an ad for \$630 in the User's Guide with items to appear in the ad from what the DDA is to what downtown has to offer.** Graphic design costs are not included in this price and will not be known until after the design is completed. The Committee does have money available in their 2009-2010 budget.

Thank you.