

MEMORANDUM



TO: CLAY PEARSON, CITY MANAGER

FROM: SHERYL WALSH, COMMUNITY RELATIONS MANAGER *Swalsh*
RANDY AULER, DIRECTOR, PARKS, RECREATION & FORESTRY *R. Auler*
JULIE FARKAS, DIRECTOR, NOVI PUBLIC LIBRARY *Julie Farkas*

SUBJECT: COMPREHENSIVE "REC" GUIDE

DATE: 3/6/08

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To: Mayor and City Council Members

Collaboration and marketing programs to citizens in action.

To enhance overall City marketing efforts, the Community Relations Office, Parks, Recreation & Forestry Department, and Library have collaborated to produce a comprehensive "Recreation" guide. The new publication will be produced three times annually, with the next issue being mailed in mid to late April. In addition to all residences, the publication will be mailed to all businesses in Novi.

The enhanced, 60+ page publication will include at least eight pages of Library programming and information, City department happenings and events, and pertinent updates, as well as all Novi Parks recreation information. The publication is being coordinated through the Parks office.

We look forward to partnering on this streamlined publication to provide a one-stop source for printed City information.

If you have any questions, please don't hesitate to contact us.