

AGENDA ITEM SUBMISSION FORM

Proposal

For Discussion Only

Feasibility of developing a marketing strategy to increase sales of advertising, merchandise, etc. Any such study should involve the Memo Editor, Merchandise Department and Webmaster. In addition to increases in sales, other sources of revenue could be included.

Reasons

In these days of shrinking revenue, all possibilities should be explored to generate income.

Advantages

Positive impact on the budget.

Disadvantages

May be difficult to come up with a strategy to accomplish the objective, but we don't know if we don't try.

Financial Implications

Depends on the success of the study.

Submitted by

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