



CDA STAFF REPORT

MEMO DATE: July 8, 2020
MEETING DATE: **JULY 13, 2020**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **Marketing Program Discussion**

OVERVIEW

Earlier this year the CDA had been working on the framework for a marketing program for the Village. At the last meeting in March the CDA reviewed examples of RFPs for marketing services which ranged from very long and detailed to very short and less specific. The CDA had decided an intermediate level of detail would best balance providing adequate direction while preserving flexibility.

The CDA has not met since March due to the COVID pandemic. Due to the uncertainty created by the wide-ranging economic effects of the pandemic, Staff felt it was not appropriate to move forward with the marketing RFP as it is not clear how a marketing program might need to change in response to the pandemic.

Staff recommends the CDA have a discussion regarding how the pandemic could or should affect the marketing program moving forward both in terms of timing and content.