



## Cover Memorandum/Staff Report

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**File #:** 18-0365 CRA

**Agenda Date:** 6/11/2019

**Item #:**

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**TO:** CRA Board of Commissioners  
**FROM:** Jeff Costello, CRA Executive Director  
**DATE:** June 11, 2019

### **DISCUSSION - THE WEST ATLANTIC BRANDING INITIATIVE**

**Background:**

Attached for review and discussion is a chronology of the activities and events that occurred surrounding The West Atlantic Branding Initiative that took place between May 2015 through November 2017.

Attachment(s): Exhibit A - The West Atlantic Branding Chronology 11-16-18