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**MEMORANDUM**

**DATE:** February 7, 2012  
**TO:** MERA Strategic Plan Outreach Subcommittee  
**FROM:** Maureen Cassingham, Executive Officer  
**SUBJECT:** AGENDA ITEM **D**: MERA STRATEGIC PLAN TAG-LINE

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**Recommended Action:** Refer Strategic Plan Tag-Line and related input to Mullen and Price (Indie Politics) for further review and recommendation.

**Background:** When MERA's Strategic Plan was reviewed last year by Dan Mullen and Terry Price, the Outreach Subcommittee's Public Affairs Consultants, they recommended certain revisions to the Plan's Outreach Sections. During their review and again at the S.P. Committees' Joint Meeting in September, they stated they wanted to have input on the Plan's suggested tag-line which reads "MERA – Connecting you to the help you need when time is of the essence".

During the December 7 Executive Committee meeting, Chief Irving offered a simpler version..."Communications when it matters most". Chief Pearce also had comments on the original "tag". This, along with any other suggestions I receive on the tag-line will be forwarded to the Consultants to assist them in drafting future iterations for eventual use in MERA's internal and external communications.