



ACTION ITEM REPORT

Item Title: Consideration and ACTION to approve the purchase of promotional items.

Recommendation:

Promotion and advertising is allowed to be 10% of the budget. These items regularly include the events the CDC sponsors, Halloween Festival, Christmas Festival, Easter Celebration, Independence Day Celebration, Fireworks, Earth Day, LF Rodeo, Cameron County Fair & Livestock Show, Conjunto Festival, LF Little League, and the Cowboy Cookoff. Another part of promoting Los Fresnos is to have "goodies" to give to folks as we have events and hold meetings with prospective businesses. This includes caps, pens, pins, tote bags, note pads, journals, calendars and other similar type items. We currently have \$7,500 available in the current budget to get supplied and set up an inventory of these. We would like approval to do this now and then include an amount in the annual budget to keep those types of items available as needed.

I recommend approval.