



**CITY OF LODI  
COUNCIL COMMUNICATION**

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**AGENDA TITLE:** Presentation Regarding Shop Lodi Campaign

**MEETING DATE:** May 17, 2006

**PREPARED BY:** Management Analyst, City Manager's Office

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**RECOMMENDED ACTION:** None required

**BACKGROUND INFORMATION:** Pat Patrick, Executive Director of the Lodi District Chamber of Commerce will make a presentation regarding the Shop Lodi Campaign.

  
Janet Hamilton  
Management Analyst *JRH*

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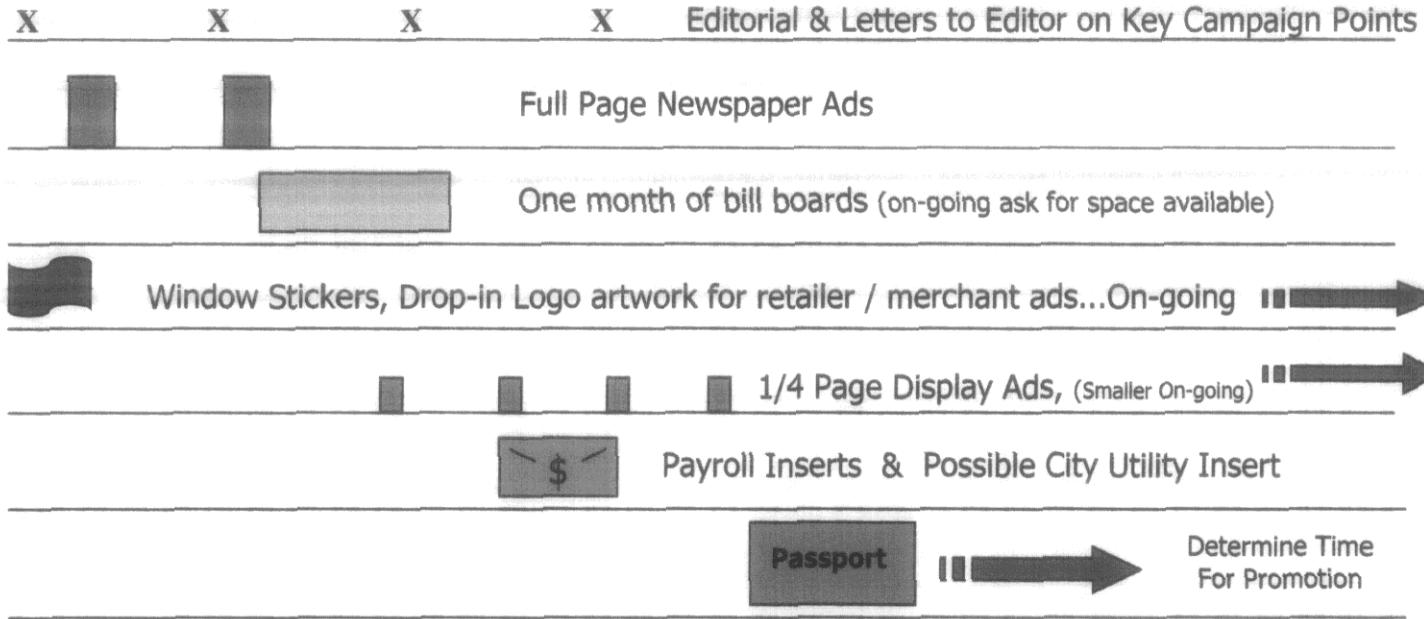
**APPROVED:**   
Blair King, City Manager

*filed 5-17-06*



# SHOP LODI

## Concept Media Plan & Timeline Ideas



Begin Campaign

Year End

