



**BOARD RESOLUTION
MARKETING EXPENSE FOR COOL VALLEY THRIFT OUTLET**

At the April 28, 2022 meeting of Board of Directors of the Society of St. Vincent De Paul Archdiocesan Council of St. Louis the following recommendation was proposed and approved.

WHEREAS, At the Wednesday, April 20, 2022, Finance Committee Meeting the committee discussed the marketing plan to promote visibility and sales for the Cool Valley Thrift Outlet, and

WHEREAS, The Director of Marketing has planned a three-month multi-channel marketing campaign that includes digital, social, direct mail and billboard/bus shelter marketing,

WHEREAS, The cost of most marketing campaign tactics can be absorbed in the current FY22 budget,

WHEREAS, The expense of billboard/bus shelter marketing is estimated to cost an additional \$32,000

THEREFORE, BE IT RESOLVED, to approve spending of up to \$32,000 to enable marketing to purchase three months of billboard and bus shelter marketing

John J. Smith
Board Secretary

4/28/2022
Date