

Georgianna Contiguaglia

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Senator Bob Bacon
Colorado State Capitol
200 East Colfax Avenue
Denver, Colorado 80203

Dear Senator Bacon,

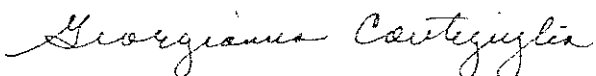
Through this letter, I would like to communicate to the Capital Development Committee my interest in serving on the cause – related marketing task force. First, I would like to review some background on the recommendation of the Capitol Building Advisory Committee in establishing this task force.

The Capital Building Advisory Committee is charged with advising the CDC regarding the cause related marketing project, and specifically to review proposed advertising, logos, and trademarks associated with the project to ensure that they meet high standards of appropriateness and suitability. As the CBAC discussed this matter, we were concerned that: 1) within the normal monthly meetings of CBAC, the committee might not be able to respond with adequate swiftness when we receive proposals, 2) that the large number of individuals serving on the CBAC (12) might be unwieldy in coming to agreement in such reviews, and 3) that we maintain ongoing, rather than periodic, communications with the CDC so that legislative concerns could be addressed within the review process. Thus, we recommended a smaller, more “agile” task force to deal with issues that require quick attention. This recommendation was in no way meant to relieve the CBAC of its review responsibilities, and indeed, the entire committee will review the broader concepts of the cause-related marketing proposals.

With this in mind, I would like to be a member of this task force. I currently serve as chair of the CBAC, have extensive education in matters pertaining to art, and a good deal of practical experience in dealing with advertising that is related to a state agency, namely the Colorado Historical Society. I am sensitive to the needs of both the state and the sponsor, and I feel I can be of assistance in building strong relationships among the parties involved. Furthermore, since I am mostly retired, I have some flexibility in my personal schedule to accommodate ad hoc meetings.

Thank you for considering my request.

Sincerely,



Georgianna Contiguaglia