



## METROPOLITAN WASHINGTON AIRPORTS AUTHORITY

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44 Canal Center Plaza → Alexandria, Virginia 22314-1562

### **RESOLUTION NO. 97-19**

#### **Adoption of a Strategic Marketing Plan**

WHEREAS, In order to maintain and improve the high quality of services it provides the public, the Authority is increasing its efforts to identify its customers and tailor its messages to them;

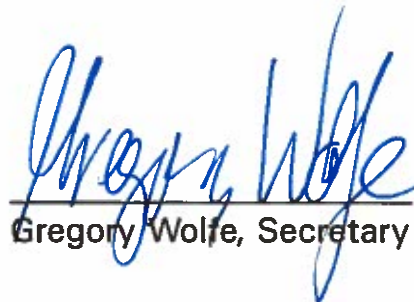
WHEREAS, Such an effort requires a coordinated marketing effort, with a central unifying marketing theme and strategic message; and

WHEREAS, The staff has accomplished the first step in these efforts with the development of a Strategic Marketing Plan; now, therefore, be it

RESOLVED, That the Strategic Marketing Plan and Marketing Planning Process, as presented to the Strategic Planning Committee on June 19, 1997, are hereby approved; and

RESOLVED, That the General Manager is authorized to proceed with the activities envisioned in the Plan.

Adopted July 2, 1997

  
Gregory Wolfe, Secretary