

CT7.17**Decision Letter****TO Live - Digital Transformation Committee**

Meeting No.	2	Contact	Julie Amoroso, Committee Administrator
Meeting Date	Wednesday, November 6, 2019	Phone	416-392-4666
Start Time	12:00 PM	E-mail	tolboard@toronto.ca
Location	Meridian Hall, The Board Room, 1 Front Street East		

RQ2.3	ACTION	Amended		
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Metrics Governing a Digital Transformation and Marketing KPIs**Subcommittee Decision**

The Digital Transformation Committee recommends that the Board of Directors of TO Live:

1. Receive the item for information.

Decision Advice and Other Information

The Digital Transformation Committee recessed its public meeting to meet in closed session to consider the item as it pertains to the security of the property of the municipality or local board and personal information about identifiable individuals.

Origin

(October 24, 2019) Letter from the Chair, Digital Transformation Committee

Summary

The Chair of the committee requests to submit the following agenda item for the meeting on November 6, 2019:

1. Discussion Regarding Metrics Governing a Digital Transformation and Marketing KPIs

Background Information

(October 24, 2019) Letter from the Chair, Digital Transformation Committee on Metrics Governing a Digital Transformation and Marketing KPIs

(<http://www.toronto.ca/legdocs/mmis/2019/rq/bqrd/backgroundfile-139377.pdf>)