

CT7.19**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		

RQ2.5	ACTION	Amended		
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Marketing Process Maturity**Subcommittee Decision**

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

1. Receive the item for information.

Origin

(November 6, 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 6th.

1. Marketing process maturity.

Background Information

(November 6, 2019) Letter from the Chair, Digital Transformation Committee on Marketing Process Maturity

(<http://www.toronto.ca/legdocs/mmis/2019/rq/bqrd/backgroundfile-139790.pdf>)