



Executive Director's Report Regional Council

August 27, 2014





League of Arizona Cities and Towns Annual Conference

Sheraton Downtown Hotel, Phoenix -
August 19-22, 2014



*Interstate
11/CANAMEX:
International
Trade and
Economic
Development*



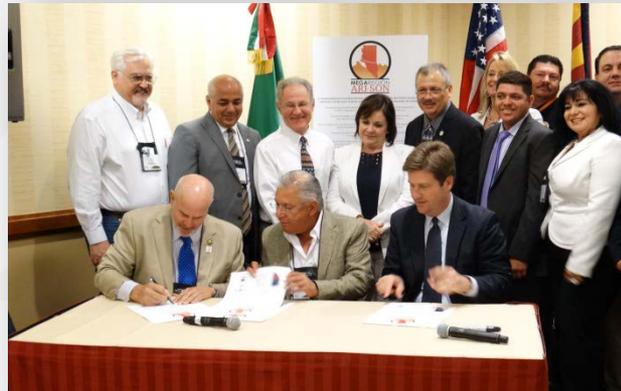


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*Arizona-Sonora
Binational
Megaregion
League & Host
City Signing*





League of Arizona Cities and Towns Annual Conference

Sheraton Downtown Hotel, Phoenix -
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*Arizona-Sonora
Binational
Megaregion
Meeting*





Western Regional Alliance Transportation Symposium



- Creating our own future symposium.
- Release of Michael Gallis' 2nd phase of study titled: "Creating a Vision for the Region in the 21st Century Global Network: Step 2 – Bridging the Islands"
- Symposium registration is \$150.00
- Register at westernregionalalliance.com



Western Regional Alliance

**TRANSPORTATION
SYMPOSIUM**

**SEPTEMBER 30TH
RICE-ECCLES STADIUM,
SALT LAKE CITY, UT**



BIEN Updates



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- Continuing improvements based on external feedback
- Engaging Council of Governments/ MPOs statewide in outreach
- Engaging Chambers of Commerce, industry/trade associations
- Developing communications and marketing strategy (Linked In, Twitter, print ad placement, B2B partnerships)
- Develop comprehensive "Business Resource Map" in cooperation with other agencies





Don't Trash Arizona Kid's Campaign



- On July 22nd, MAG's hosted a press conference as part of a new *Don't Trash Arizona, Kids!* campaign.
- The children were part of an outreach campaign in which MAG visited the Boys & Girls Clubs of Greater Scottsdale to provide educational workshops about litter.
- The kids were then challenged to apply what they learned by writing an essay, shooting a video or taking photos of litter. Contest winners then appeared in the PSA.
- The kids were then recognized during the press conference by Scottsdale Mayor Jim Lane.
- Video available for channel 11.

