

**CITY OF COOS BAY CITY COUNCIL**  
**Agenda Staff Report**

<b>MEETING DATE</b>	<b>AGENDA ITEM NUMBER</b>
October 21, 2014	

TO: Mayor Shoji and City Councilors

FROM: Rodger Craddock, City Manager

ISSUE Update from the Coos Bay / North Bend Visitor's Convention Bureau in Regards to Rebranding and Advertising Plan of the Organization

**BACKGROUND**

Katherine Hoppe, Executive Director of the Coos Bay / North Bend Visitor's Convention Bureau will provide an update to the Council on the various options for rebranding (moving away from "Oregon's Adventure Coast") and the future creative direction (advertising plan) of the organization.