

11E. H-GAC BOARD OF DIRECTORS REPORT- AUGUST 15, 2023

The H-GAC Board of Directors meeting was held on August 15, 2023 and the following transportation related item was on the agenda:

- A. The Tow and Go™ Program – 2023 Public Outreach and Education Campaign
Request authorization to buy digital advertising, social media advertising, radio advertising, and billboards to conduct a Tow and Go Public Outreach and Education Campaign. Total amount for media buy is \$350,000.