



**MAYOR'S COMMITTEE FOR PEOPLE WITH DISABILITIES  
RECOMMENDATION 20250912-XX4**

**Date:** September 12, 2025

**Subject:** Marketing Strategy and Distribution of Flyers

**Motioned By:** Gabriel Arellano

**Seconded By:** \_\_\_\_\_

**Recommendation**

The Mayor's Committee for People with Disabilities recommends developing a marketing strategy, including flyer distribution and social media outreach, with necessary approvals from the City of Austin.

**Description of Recommendation to Council**

- Create and distribute event flyers.
- Develop social media posts to promote the awards event.
- Obtain approval from the City of Austin prior to posting on official channels.

**Rationale:**

A coordinated marketing strategy increases visibility, boosts community participation, and ensures compliance with City communication policies.

**Vote**

For: \_\_\_\_

Against: \_\_\_\_

Abstain: \_\_\_\_

Absent: \_\_\_\_

**Attest:** \_\_\_\_\_