

**MEMO# 3039**

August 27, 1991

## **MEETING, SEPTEMBER 4, 1991**

August 27, 1991 TO: MARKETING COMMITTEE NO. 35-91 RE: MEETING, SEPTEMBER 4, 1991

The principal purpose of the meeting scheduled for September 4, 1991 at the Institute is to review the proposed budgets for the Public Information and Marketing and Research Departments. The questions the Committee should address are: 1. Is the portion of the Institute's revenues devoted to marketing-related activities appropriate given the members' needs and priorities for Institute services? 2. Does the allocation of resource within the two departments being reviewed represent the optimum balance? a) Are there areas which should be given greater or lesser emphasis? b) Are there new projects or activities which should be undertaken? The following attachments are intended as background to aid the Committee's discussion: 1. Percent of ICI Budget Allocated to Public Information and Marketing and Research Departments FY 1989, 1990, 1991 and proposed FY 1992. 2. Extract from Public Information and Marketing Department FY 1991-1992 Budget Submission. 3. Extract from Research Department Budget Submission FY 1991- 1992. The objective of the meeting on September 4 will be to make a recommendation to the Institute's Executive Committee regarding the adequacy and appropriateness of the marketing- oriented programs of the Institute. The Executive Committee will be conducting its preliminary budget review on September 10. If you are unable to attend the meeting on September 4, you may contact either Dick Pogue at ICI or me directly to pass on any comments you have about these matters. Jon S. Fossel Chairman Attachments

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