



# City of San Leandro

Meeting Date: December 3, 2012

## Presentation

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**File Number:** 12-570

**Agenda Section:** PRESENTATIONS/  
RECOGNITIONS

**Agenda Number:** 2.H.

**TO:** City Council

**FROM:** Chris Zapata  
City Manager

**BY:** Cynthia Battenberg  
Business Development Manager

**FINANCE REVIEW:** Not Applicable

**TITLE:** Presentation by Cal State East Bay MBA Students on Marketing Plans for San  
Leandro

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