



Benzie Transportation Authority
Marketing & Outreach Committee Meeting
Thursday, August 21, 2014 @ 4:00 p.m.
Benzie Bus Station 14150 US Highway 31, Beulah, Michigan 49617

APPROVED 10/16/2014

A Marketing & Outreach Committee meeting of the Benzie Transportation Authority board was held on Thursday, August 21, 2014 at the Benzie Bus Station (media room) at 4:00 p.m.

Members Present: Jessica Carland, Irene Nugent & Eric VanDussen

Members Absent: Joshua Stoltz; excused

Staff Present: Bill Kennis; Executive Director, Karin Miner; Office Manager

Guests: None

Marketing Chairperson Jessica Carland called the meeting to order at 4:07 p.m.

Approval of July 30, 2014 Marketing & Outreach Committee Meeting Minutes: *Motion* by Irene and supported by Eric to approve the July 30, 2014 Marketing & Outreach Committee meeting minutes as amended. All ayes, *motion carried*.

Public Comment: None

Rotary Grant money for marketing: BTA was awarded \$16,000 from the Rotary Charities for the Needs Assessment Study. The study ended up costing \$11,000. Bill checked with Rotary, and the remaining \$5000 may be used towards Marketing.

Marketing Plan and PR Ideas: The committee discussed at length and added items to the Draft PR Calendar that Jessica presented. Jessica will revise the calendar with the added items and bring the revised calendar to the next meeting *Bill and Karin* and will move forward with the planning of the items. Josh suggested that all board members and employees pledge to ride the bus at least one day on the week of smart commute week in early June.

Recent Ink: Record Patriot, Cheers and the Record Patriot will have something in next week's paper.

Outreach: Billboard for the TC Express somewhere between Honor and Interlochen.

Revised Route Cards: Karin is working on the maps for the backs of the cards, to be completed soon and sent to our designer.

KFH Surveys: 323 Surveys have been completed to date. 20 Employer, 295 community and 103 riders. Bill asked that the Board members and employees all make one last push and get 5 people each to take the survey. Save the date for the KFH Community Summit to be held at the Government Center from



8:00 a.m. – 12:00 p.m.

Bus Stop Signs: Bill plans on going out for bid on 14 signs if the Board approves. They should be up sometime this Fall.

Website: Bill has been looking at the website possibilities. WordPress seems to be the best option and including the QR codes cost will be between \$2000 and \$3000. Eric and Jessica agree that we should move forward, the sooner the better. Jessica will present it to the board in the Marketing report.

Shelters: Bill presented his literature on the shelters. The shelters would cost around \$8000 each. Bill is recommending we purchase three to place in particular locations. One side of the shelter would have a panel for advertising purposes.

Ride Boards: Tabled at this time.

New Business: Logo; BTA vs. Benzie Bus for regular business.

Public Comment: None

Future Meeting Schedule: Next meeting will be 4:15 p.m. before the Monthly Board meeting on September 18, 2014.

Motion made by Irene and supported by Eric to adjourn the meeting at 5:15 p.m. All ayes, ***motion carried.***

Karin Miner, Recording Secretary

Date: