



**BENZIE BUS**  
CONNECTING PEOPLE TO COMMUNITY

Benzie Transportation Authority  
Marketing & Outreach Committee Meeting  
October 16, 2014

**APPROVED NOVEMBER 20, 2014**

A Marketing & Outreach Committee Meeting of the Benzie Transportation Authority board was held on Thursday, July 17, 2014 at the Benzie Bus Station (media room) at 4:30 p.m.

**Members Present:** Joshua Stoltz, Irene Nugent, Jessica Carland & Eric VanDussen

**Members Absent:** None

**Staff Present:** Bill Kennis, Karin Miner

**Guests:** None present

Marketing Chairperson Jessica Carland called the meeting to order at 4:20 p.m.

**Approval of August 21, 2014 Marketing & Outreach Committee Meeting Minutes:** *Motion* by Eric and supported by Josh to approve the August 21, 2014 Marketing & Outreach Committee meeting minutes as amended. All ayes, *motion carried*.

**Public Comment:** None present

### Marketing Plan

- a. Annual Report; The outside cover of this report will be in color, the inside will be mostly black and white. There was discussion on who should get this report; general public, voters, community leaders, etc. Josh suggested we put it on the new website. It should be ready to go in a couple of weeks.
- b. Bus Shelters; Lake Ann doesn't want a shelter, their plan is to use the village township hall and the parking lot, the plan in Shop and Save plaza is to create a breezeway between the Community Drug store and Robbie's Dry Cleaners, this is still in the planning stages, and Glen's, in Frankfort will get a 6' X 10' shelter, exact location TBD. This will be a total of \$10,000 including construction and installation.
- c. Grow Benzie Bus Wrap; Grow Benzie received \$2000 and will wrap a bus. Which bus is yet to be determined.
- d. Ride the Bus staff/Board challenge; June 1-5 is smart commute week. Josh will be the head of this project and is working on something sooner to have this challenge.

- e. Ride Mentor Project; Karin and Bill are working out the details of this project. COA may have an ambassador to do it on certain days and Nancy Sheffer, current rider, has volunteered to be a volunteer to help non-riders be more comfortable with riding.
- f. H.S. Home Game shuttles; Looking into being open extended hours on event nights.
- g. Jackets & Toys for Tots; Bill is talking to the coalition on Wednesday regarding the jacket drop off and Karin has set up a Toys for Tots drop box to be set up in the Benzie Bus Lobby.

#### PR IDEAS

- a. Holly Berry Arts & Crafts Fair; this is an event on the Saturday after thanksgiving. Since it is at the High School, it may not be worth doing a shuttle for this. The committee will continue looking into this.
- b. Black Friday; Discussion on this was decided that it probably wouldn't work because shoppers don't know how long they will be in each store and logistically wouldn't work.
- c. Bike Races; Peak to Peak at Crystal Mountain is a possibility and maybe the M22 challenge will need bus support.
- d. Winter Festivals (Men's & Women's Nights in TC); Looking into this being a good possibility, also a "shop locally" in Benzie County could be a good promotion.

#### Implemented Marketing Items

- a. Revised Route Cards; we held a contest for all employees to take the revised route cards and replace the old ones. Tami delivered to 108 locations and some employees also delivered throughout the county.
- b. New Sign; should be up within a week.
- c. Bus Stop Signs; signs are done and will be implemented at each bus stop very soon.
- d. Bus Decals; 40 decals have been ordered and will be on the buses soon.
- e. COA Ads; One years' worth of ¼ page ads have been purchased.
- f. Insider, Betsie Current & Record Patriot ads; The "OMG" billboard picture will be in the insider over the fold, Ad in the final issue of The Betsie Current and a small one in the Record Patriot.
- g. Halloween Parade and Banner; The parade went very well, several employees and their families walked in the parade and Mr. Moody was very impressed by the banners.
- h. Grants written with Betsie-Hosick Fitness (Step-up, active Steps & Student Health Improvement Plan SHIP)
- i. Business cards still open (.com vs. .net); Chad is working on getting this finished.

**Recent Ink:** Two great stories about the Summit and the propane award.

**Website:** The template is finished. A test site was shown today at the meeting and was liked by all. Going live very shortly.

**Ride Boards:** Suggestion came up wondering if we should put something on Craigslist on the Ride share section. Nothing decided yet, concerned about safety issues.

**Facebook:** Look into more promotion of business sites.

**New Business:** None.

**Public Comment:** None present

**Future Meeting Schedule:** November 20, 2014 before board Meeting. Time TBD.

**Motion** made by Josh and supported by Eric to adjourn the meeting at 5:26 p.m.

---

Karin Miner, Recording Secretary

---

Date: