



**Marketing & Outreach Committee Meeting**

Wednesday, February 15, 2017 4:30PM

**Benzie Bus Station**

**14150 US Hwy 31 Beulah, MI 49617**

**Minutes Approved March 9, 2017**

Welcome and Call to Order Susan called the meeting to order at 4:40PM. Present: Susan Kirkpatrick, Josh Stoltz, Irene Nugent

Amendments/Changes to Agenda **None**

Approval of Agenda **Motion** by Irene, support by Josh to approve agenda as presented. **All ayes, motion carried.**

Approval of December 15, 2016 Minutes Irene corrected the "Future Meeting Schedule".

**Motion** by Irene, support by Josh to approve December 15, 2016 Draft Minutes as amended. **All ayes, motion carried.**

Public Comment - None

Marketing 15 minutes

Bus Shelters

**3 new shelters in FY17** (Honor across from PRI, T-Ville near library, Frankfort in front of Patterson Crossing Apartments)

**2 new shelters in FY18** (Elberta and possibly Copemish)

**Magical History Tour** – Benzie Historical Museum is taking over much of the History Tour. Benzie Bus will continue to provide the transportation and tour guides; the museum will design the tour and train the docents

**JARC** – Rotary Dollars – Rotary approved \$30k to use on JARC promotion; currently running ads in both Record Patriot and Record Eagle; looking into other methods of marketing as well

**NEMT/MTM** – Finally have been approved to be the main provider in the County for NEMT. This means we will soon be able to accept Meridian and Molina riders at a flat rate of \$12/ride + \$1.40 per mile for trips over 5 miles

PR 15 minutes

BTA's 10<sup>th</sup> Birthday – Jan 2017 – Visioning Session went well. Thanks to all the Board and Community members for attending

Outreach 15 minutes

JARC – We've been busy spreading the word about JARC services. Crystal Mountain let us do paycheck stuffers; fliers; and a mass email. They are also letting

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us submit articles for their monthly newsletter, and Jessica is working on items they can include in the new employee orientation packets. We've either attended in person or submitted information to each township/village to inform them of the new services. Jessica to continue to try to reach out to Munson employees

Beach Bums – We plan on running shuttles to Beach Bums games again  
Spring/Summer Event Calendar – We are working on the possibility of running to:  
Cherry Fest  
TC Saturday's  
Film Fest  
Josh brought up the possibility of Interlochen concerts.

Recent Ink

2 minutes

We've had a press release in the Record Patriot as well as a joint press release with BATA in the Record Eagle; Bill made an appearance on 9&10 news; there was an article in TC Business News Magazine

New Business – Josh would like Jessica to push the “national story” for us to be the best rural system in the country. Emphasize the big grants/collaborations in the papers. Stay visible.

Public Comment **None**

Future Meeting Schedule **April 19, 2017 @ 4:30PM**

Adjournment **Motion** by Irene and supported by Josh to adjourn meeting at 5:20PM. **All ayes, motion carried.**

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Jessica Carland, Recording Secretary

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