



**Benzie Transportation Authority
Marketing Committee Meeting
January 15, 2019 @ 8:15AM
Petals & Perks, Frankfort
Minutes Approved as Presented March 14, 2019**

Call to Order Anne Noah called the meeting to order at 8:22AM

Roll Call Anne Noah, Patty Roth, Susan Kirkpatrick, Irene Nugent (ex-officio)

Approval of Agenda *Motion* by Patty supported by Susan to approve agenda as amended. All ayes, *motion carried*.

Approval of September 19, 2018 Marketing Committee Meeting Minutes *Motion* by Susan supported by Patty to approve September 19, 2018 Marketing Committee Meeting Minutes as presented. All ayes, *motion carried*

Public Comment None

Marketing

- a. **Budget** We ended FY2018 about with about \$16.5k in marketing expenses. Remember that about \$5k of that needs to be backed out for sponsored advertising (e.g., Nite Owl services), and about \$3500 needs to be backed out for the Mobility Management grant. True end-of-year total is closer to \$8k, which is \$2k under budget
- b. **Fly Benzie Bus** We ran some advertisements in the Record Patriot and on social media on Facebook. Bill is working on a bus wrap for us. We'll also be running an ad at the Garden Theatre
- c. **NEMT** We promoted NEMT rides/Rx delivery in November.
- d. **Website** The new website is live. Visitors to the site can now make ride requests and purchase bus passes online.
- e. **NYE Nite Owl** We had 13 local business provide \$2350.00 in sponsorship for the NYE Nite Owl service. Marketing efforts cost \$1909.00. Discussion over NYE Nite Owl marketing efforts for next year. 343 total rides were provided (up from 280 last year)

PR

- a. **\$8m Michigan Mobility Challenge** We are finally moving along with the BOSCH/SPLT project. PC Trans is on board, and we expect BOSCH to begin designing the software next month. We were also approached by the Grand Traverse Regional Community Foundation and the Groundwork Center to apply for a grant through the Michigan Health Endowment Fund for marketing/education funding
- b. **NYE Nite Owl** Great results from the NYE Nite Owl service. We had 343 riders. Weather caused some delays and two buses got stuck, but feedback has been overwhelmingly positive.
- c. **Ski n Ride** We've partnered with BATA and are including some students from TC West on our Ski n Ride routes. During winter break we also had a handful of kids go to CM every day.

Recent Ink

- a. **Sparkle in the Park** We took 35 local seniors on a tour to view the Christmas lights at Sparkle in the Park (Bear Lake). Jessica sent the story to Colin Merry - hopefully we'll see a nice write-up in this week's paper.

b. **NYE Nite Owl** Press Release in the Record Patriot on December 26.

Old Business

a. **Google Transit** The transit feed is finally updated. The new website will have a “plan your trip” feature which will allow people to enter their origin and destination information. The results are pulled from the google transit feed.

New Business

a. **Senior Transportation** Benzie Bus provided 17,436 rides for Benzie Senior Resources in 2017

b. **Smart Commute Week 2019** Discussion over 2018 SCW initiatives and ideas for SCW 2019.

c. **Michigan Health Endowment Fund Grant** Benzie Bus and BATA are working on a grant with the Grand Traverse Regional Community Foundation which seeks funding for GTRCF to teach stakeholders (medical receptionists, etc) to use the BOSCH/SPLT app to book medical rides.

Public Comment None

Future Meeting Schedule Thursday March 14, 2019 @ 8:15AM

Adjournment Meeting adjourned at 9:10AM

Recording Secretary

Date