



**Benzie Transportation Authority
Marketing Committee Meeting**
Wednesday September 19, 2018 @ 8AM
Petals & Perks

Minutes Approved January 15, 2019 As Presented

Call to Order Anne called the meeting to order at 8:10AM

Roll Call Anne Noah, Susan Kirkpatrick, Irene Nugent, Patty Roth

Approval of Agenda *Motion* by Susan supported by Patty to approve the September 19, 2018 Marketing Committee agenda as amended. All ayes, ***motion carried***

Approval of July 17, 2018 Marketing Committee Meeting Minutes *Motion* by Susan supported by Patty to approve the July 17, 2018 Marketing Committee meeting minutes as presented. All ayes, ***motion carried***

Public Comment None

Marketing

- a. **Budget** – In August we installed new shelter signs in 4 shelters; heavily promoted the Lake Ann to Munson and the Airport Service; replenished the Swag supply (500 water bottles purchased for back to school, 500 tote bags, 250 notepads). Those things bring us to about \$4k over budget; I don't expect to have any marketing expenses for September.
- b. **GO!Pass** – We promoted the GO!Pass at the school Open House events. I will continue to promote on Facebook.
- c. **Airport Service** – 4 Fly Benzie Bus ads placed in the Northern Express for the months of Sep-Dec; 4 aluminum bus shelter signs; promoted at the Benzie Chamber golf outing on Sep. 14th. Discussion over procedure for flight cancellation.
- d. **Munson** - Lake Ann to Munson Ads - 4 Record Eagle ads placed for the month of September, 20 lawn signs distributed throughout Lake Ann.
- e. **Website** –Byte Productions has been hired to design the new website. It should be launched by Thanksgiving. Discussion over design ideas.

PR

- a. **Halloween**
 - a. **Nite Owl** – Bill is reaching out to local establishments for sponsorship. Service will be the same as last year. Will be promoted via Facebook, posters, newspaper ads.
 - b. **Haunted Bus** – Nancy is leading the "Fun Committee". Their first task is the Haunted Bus. They are also working on a choreographed dance they found on YouTube.

Outreach

- a. **Friday Night Live** – Promoted the Airport service to about 300 people at Downtown TC's Friday Night Live.
- b. **Back to School "Try the Bus for Us" Campaign** – Connected with over 500 students and parents at the school open house events. Donated 420 free rides for students in need.

Recent Ink

- a. **August Record Patriot Column** – There was an article on NEMT in the Record Patriot titled "*Expanded access to transportation improves health outcomes*" written by Stephanie Williams, Community Outreach Manager at POMH.



- b. **Letter to the Editor** – Kelly and Carolyn Thayer wrote a Letter to the Editor titled “Riding Benzie Bus all the way to U of M”

Old Business

- a. **Google Transit** No changes

New Business

- a. **Bus Wraps** Discussion over which buses are available to wrap.
- b. **Bus Shelters** Anne presented suggestions from a recent rider to make the shelters cleaner.

Public Comment None

Future Meeting Schedule November 13, 2018

Adjournment Meeting adjourned at 9:15AM

Jessica S Carland, Recording Secretary

Date: