



**Benzie Transportation Authority  
Marketing Committee Meeting  
September 23, 2021@ 8:30AM**

**Wild Tomato Restaurant @ Crystal Mountain Resort  
MINUTES APPROVED AS PRESENTED DECEMBER 27,2021**

**Call to Order** Meeting called to order at 8:45AM

**Roll Call** Anne Noah, Chris Kitchen, Jeff Patak. Quorum Present

**Approval of Agenda** Motion by Jeff to approve agenda as presented. Supported by Chris. All in favor, motion carried

**Approval of August 5, 2021 Marketing Committee Meeting Minutes** Motion by Jeff to approve minutes as presented. Supported by Anne. All in favor, motion carried

**Public Comment** None

**PR/Recent Ink**

1. **Advertising/PR/Outreach** Full page ad in the IronMan special Section; front page sticky on 9/8 promoting IronMan services
2. **Kudos and/or detractors** Awesome feedback from community leaders re our IronMan weekend services

**Old Business**

1. **Iron Man Weekend** Benzie Bus provided just under 2000 rides over the weekend. Jessica and Sandi were at "IronMan Village" on Friday/Saturday promoting services
2. **HealthRides** Discussion over Marketing ideas for the new HealthRides service

**New Business**

1. **Halloween Nite Owl** Discussion over providing Halloween Nite Owl service
2. **HealthRides Marketing Plan** Discussion occurred under item 2 under New Business

**Marketing**

1. **FY2022 Budget/Marketing Plan** FY2021 came in under budget at around \$12k. Marketing funding for Health Rides is available through the NRTAP grant (\$4k) and some Rural Task Force funding.

**Mobility Management**

1. **Operational Goals**
  - a. **Survey Lake Ann** No Update
  - b. **Re-evaluate JARC** No Update
2. **Visionary Goals**
  - a. **Rides to Wellness** See Old Business Item 2
3. **Community Goals**
  - a. **Ecolane App** No Update
  - b. **Build summer ridership COMPLETED** - Remove from future agendas

**Public Comment** None

**Future Meeting Schedule:** Odd-numbered months at 8:30AM: Benzie Bus Station. Next meeting Thursday November 18th

**Adjournment** Meeting adjourned at 9:45AM

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Recording Secretary

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Date