**Benzie Transportation Authority**

**Marketing Committee Meeting**

**December 27, 2021@ 5:30PM**

**Benzie Bus Station**

**Minutes Approved as Presented March 22, 2022**

**Call to Order** Meeting called to order at 5:37PM

**Roll Call** Anne Noah (Remote), Jeff Pataky, Dorene Strang, John Morse (ex-officio), Jessica Carland

**Approval of Agenda** Motion by Dorene to approve agenda as presented with support by Jeff. **Roll call vote:** Anne: yes, Dorene: yes, Jeff: yes.All in favor, motion carried

**Approval of September 23, 2021 Marketing Committee Meeting Minutes** Motion by Jeff to approve minutes as presented. Supported by Dorene. **Roll call vote:** Dorene: yes, Anne: yes, Jeff: yes. All in favor, motion carried

**Public Comment** None

**PR/Recent Ink**

1. **Advertising/PR/Outreach** Press Release announcing return of the TCX in the December 8th edition of the Record Patriot. Also scheduled is a front page sticker on the RP for Dec 29th
2. **Kudos and/or detractors** None

**Old Business**

1. **Health*Rides*** Working on distributing a Medical Transportation Needs survey that we’ll use to gather some baseline data before the service is started. Also working on creating an MOU between Benzie Bus and Benzie Senior Resources. Have sent a service proposal to Crystal Lake Health Center and Paul Oliver Memorial Hospital seeking partnership, including subsidizing rides for those who are ineligible for medicaid transportation and are under the age of 60. Bill is working on getting an accessible mini-van to provide the service. Also working on a logo/branding for the service.

**New Business**

1. **Election Ride Results** We provided 4 free rides for the November election
2. **TCX** Re-launched 12/6 John suggested a board member ride-along on the TCX so they understand how it works and can inform the public and provide feedback on the service.
3. **NYE Nite Owl** The hard decision was made to suspend the NYE Nite Owl due to concerns regarding public health
4. **Annual Report** Bill and Jessica have been presenting the annual report at village/township meetings. Feedback has been great so far
5. **15th Birthday Celebration** Discussion over ideas for BTA’s 15th Birthday on January 7th. Anne suggested handwritten cards expressing gratitude for the founding Board members and others pivotal to the creation of BTA. Jessica will work on a press release and creation of cards. John also suggested the first 15 new riders ride for free.

**Mobility Management**

1. **Operational Goals**
   1. **Survey Lake Ann** No update.
   2. **Re-evaluate JARC** Jessica is working on a brochure for major employers explaining the Organizational Go Pass and Benzie Bus services.
2. **Visionary Goals**
   1. **Rides to Wellness** See Old Business Item 1
3. **Community Goals**
   1. **Ecolane App Promotion** Completed. 38% of active riders have downloaded the app

**Public Comment** None

**Future Meeting Schedule:** TBD

**Adjournment** Meeting adjourned at 6:57PM

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**Recording Secretary Date**