



**Benzie Transportation Authority  
Marketing Committee Meeting  
March 22, 2022 @ 4:30PM Benzie Bus Station  
Minutes Approved as presented July 8, 2022**

Call to Order at 4:30PM

Roll Call Anne Noah, John Morse (ex-officio), Dorene Strang, Jessica (Mobility Manager)

Approval of Agenda Jessica added Vehicle Advertising under New Business. Anne added the JARC brochure under Old Business. Motion by Anne with support by Dorene to approve agenda as amended.

All ayes, motion carries

Approval of December 27, 2021 Meeting Minutes Motion by Anne with support by Dorene to approve December 27, 2021 meeting minutes as presented. All ayes, motion carries

Public Comment None

PR/Recent Ink

1. Advertising/Press Releases - Record Patriot "Benzie Bus marks 15 years in service" [January 31, 2022], "Benzie Bus earns Healthy Michigan Worksite honorable" [March 12, 2022], "Going the extra mile: Benzie Bus honored with 2021 Community Impact Award" [March 14, 2022]; UpNorth Live "Benzie Bus to receive grant for electric buses, facility upgrades" [March 17, 2022], "Benzie County transportation service recognized by the state" [March 17, 2022]; 9&10 News "Benzie Bus Receives Federal Grant for Facility Expansion, New Electric Buses" [March 15, 2022], "BATA, Benzie Bus Unfazed by Rising Gas Prices" [March 10, 2022]
2. Kudos and/or detractors - Kudos to our two mechanics who helped a motorist with a flat tire in front of the bus station. "Thank you everyone for your kindness to us on Friday. We had a tire puncture and you helped get us off the highway and assisted us in every way."

Old Business

1. Health Rides - Jessica is working with FlightPath Creative on a marketing strategy. Full proposal should be completed in the beginning of April. New vehicle has arrived and maintenance is working on getting it ready for an April 11th launch. Service area has been expanded and now includes Manistee, Wexford, Grand Traverse, Leelanau and Benzie counties.
2. JARC Brochure - Jessica is working on a Job Access Reverse Commute brochure for employers. Anne requested some materials for upcoming job fairs.

New Business

1. Beer and Brat Festival - Shuttle service for Crystal Mountain's Beer and Brat Festival will resume Memorial Day weekend. This has been a great partnership in years' past and helps keep drunk drivers off the road.
2. Try Transit Week - Discussion about Try Transit Week activities. Jessica reviewed activities from prior years.
3. Summer Services - Crystal Lake Express will resume June 17th. IronMan will take place September 11th.
4. Committee Member Ride-along (TCX) - John rode the TCX twice since the last Marketing Committee meeting. He was impressed with how clean the buses were considering he rode on muddy days. Anne committed to ride before the next committee meeting. Dorene will act as her Bus Buddy on both Benzie Bus and BATA systems.



5. Vehicle Advertising - Discussion over donating (2) 6-month vehicle panel spaces to both the Benzie Chamber of Commerce and Frankfort-Elberta Area Chamber of Commerce. Anne liked that this would provide small business owners with an opportunity to advertise on our vehicles.

Mobility Management Report

1. Ecolane On-Site Training - Ecolane will be onsite doing refresher training April 19-21.

Public Comment - None

Future Meeting Schedule: Next meeting will be Monday, May 23rd at 5:30PM, Benzie Bus Station

Adjournment Meeting adjourned at 5:10PM

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Recording Secretary

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Date