



**Benzie Transportation Authority  
Marketing Committee Meeting**

**June 24, 2020 at 8:00AM**

**Benzie Bus Station**

<https://meet.google.com/yks-bnhh-fwi>

Join Meeting: <https://tel.meet/yks-bnhh-fwi>

**Minutes approved as presented August 25, 2020**

**Call to Order** Meeting called to order at 8:33AM

**Roll Call** Susan Kirkpatrick, Anne Noah, Irene Nugent (ex-officio), Doug Durand (Guest)

**Approval of Agenda** Jessica added Fly Benzie Bus to the agenda and struck Pit Spitters. *Motion* by Susan with support by Anne to approve the June 24, 2020 Amended. All ayes, *motion carried*.

**Election of Committee Chair** Anne volunteered to act as committee chair. Committee accepted. *Motion* by Anne with support by Susan to elect Anne as committee chair and Susan as Vice Chair. All ayes, *motion carried*.

**Approval of January 30, 2020 Marketing Committee Meeting Minutes** *Motion* by Anne with support by Susan to approve the January 30, 2020 meeting minutes as presented. All ayes, *motion carried*.

**Public Comment** Doug Durand, Executive Director of Benzie Senior Resources, presented the organization's annual report.

**Marketing**

1. **Budget** There is \$9k remaining in the Marketing budget. Very little spending since the March millage initiative and Executive Director job posting. We did advertise our COVID services (Record Patriot and Betsie Current) and the Airport Service (Betsie Current and Benzie County 2020 Fact Book) (about \$500).
2. **Summer Marketing Plan**
  - a. ~~Pit Spitters~~
  - b. **Fly Benzie Bus** Discussion re summer advertising for the Airport Service. Banners? Record Patriot/Betsie Current? Back window bus wrap?

**PR/Recent Ink**

1. **Advertising** Fly Benzie Bus: Betsie Current, Benzie County 2020 Fact Book; COVID services: Betsie Current; "Frontline workers deserve extra pay" editorial in the June 17th edition of the Record Patriot

**Old Business**

1. **Communications Plan re: Succession Plan** Succession Plan remains on hold

**New Business**

1. **Ecolane Communications Plan** There are lots of great features for riders. Discussion on communicating these new rider features, including when to communicate these changes.

## Mobility Management

### 1. COVID Response

- a. **Face Masks** Over 1500 collected and delivered!
- b. **Package Delivery** Over 900 package deliveries since mid-March

A	B	C	D	E	F	G	H
Date	Food Pantry	Rx	Groceries	Medical Supplies	School Deliveries	Take Out	Daily Total
Total to date	262	176	563	101	16	92	935

- c. **Service Level/Vehicle Capacity** We're running at 50% or less vehicle capacity in order to comply with social distancing. Ridership is slowly increasing, but not much. With 50% of our passengers being disabled or over the age of 60 (high risk), I don't see a drastic increase in ridership occurring anytime soon.

### 2. Non-Emergency Medical Transportation

- a. **Mobility for All Grant** We did not receive the grant for on-demand style NEMT service. This grant has been offered previously so we may apply for it again in the future.
- 3. **SEEDS Transportation** Jessica expects SEEDS to continue to grow when school is back in session. SEEDS recently pre-purchased 1000 bus tickets to be used during the 2020/2021 school year
- 4. **Elderly/Disabled Transportation** Discussion over how Benzie Bus can make high-risk populations feel safe on the bus so they will be comfortable riding public transit again.

**Public Comment** As a member of the Grow Benzie Board of Directors, Jessica invited the committee to join in Grow Benzie's Annual Fundraiser, the Virtual Bayou at 7PM on June 24th by going to their Facebook page or logging on to [www.growbenzie.org](http://www.growbenzie.org)

**Future Meeting Schedule** TBD

**Adjournment** Meeting adjourned at 9:25AM

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Recording Secretary

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Date