



**Benzie Transportation Authority
Marketing Committee Meeting
August 25, 2020 at 8:00AM
Minutes Approved as Presented October 20, 2020**

Call to Order Meeting called to order at 8:08AM

Roll Call Anne Noah, Susan Kirkpatrick, Irene Nugent

Approval of Agenda *Motion* by Irene with support by Anne to approve the August 25, 2020 Marketing Committee Meeting Agenda as presented. All ayes, *motion carried*

Approval of June 24, 2020 Marketing Committee Meeting Minutes *Motion* by Irene with support by Susan to approve the June 24, 2020 Draft Marketing Committee Meeting Minutes as presented. All ayes, *motion carried*

Public Comment None

Marketing

1. **Budget** We have \$8400 remaining in the marketing budget. Items purchased not yet billed for: Fly Benzie Bus vehicle wrap, ads for Ecolane rider app announcement (Betsie Current and Record Patriot)

PR/Recent Ink

1. **Advertising** There have been three recent press releases in the Record Patriot ("Benzie Bus awarded \$131k for new computer-aided dispatch software" 8/5/2020; "Ann Arbor couple delivers over 400 handmade masks for Benzie residents, local students" 8/26/2020).
2. **Kudos and/or detractors** None

Old Business

1. **Communications Plan re: Succession Plan** The ED search has been suspended. Item may be removed from "Old Business"
2. **Ecolane Communications Plan** Jessica is working on video walk-throughs of downloading the Ecolane app and scheduling trips via both the app and self-service web portal. Other items in the works: designing a pamphlet highlighting all of the available Ecolane features; a sticker to place on buses encouraging riders to download the app and visit the web portal;

New Business

1. **School Transportation Plan** Dispatch is working on contacting families that have previously used Benzie Bus for school transportation. SEEDS has reached out to let us know they will be conducting after school programming this year. Transportation will be limited due to social distancing on the buses
2. **BACN "Stuff the Bus" Event Oct 15-17** Benzie Bus will be assisting with BACN's Stuff the Bus event in October

Mobility Management

1. **COVID Response**
 - a. **Face Masks** Over 2000 handmade face masks have been collected/distributed
 - b. **Package Delivery** People are no longer requesting grocery deliveries. Delivery from food pantries are still being requested. Jessica is working on figuring out which report in



Ecolane allows her to view the different types of deliveries. Total deliveries of all types through August 24th is 1,431

2. **Non-Emergency Medical Transportation** Nothing new to report
3. **Elderly/Disabled Transportation** Jessica will begin working on the “When you’re ready, we’re ready” campaign.
4. **Community Engagement**
 - a. **Rider Surveys** Jessica will be working on some creative ways to engage riders and non-riders in order to gain more insight into what the community would like to see from Benzie Bus over the coming years
5. **November election transportation**
 - a. **Absentee voter transportation to official dropbox** Jessica will create flyers/advertising informing people of their transportation options for the November election. Either in person voting on election day or transportation to drop off ballots leading up to election day
 - b. **Voter transportation on election day** See above

Public Comment None

Future Meeting Schedule October 13th at 8AM via Zoom (attach agenda and meeting minutes)

Adjournment Meeting adjourned at 9:08AM

Recording Secretary

Date