



**Benzie Transportation Authority
Marketing Committee Meeting
November 19, 2020 at 9:00AM
Minutes Approved as Presented February 3, 2021**

Call to Order Meeting called to order at 9:02AM

Welcome Jeff Pataky Jeff was unable to attend the meeting due to a prior engagement. The Committee looks forward to welcoming him in January.

Roll Call Anne Noah, Irene Nugent, Susan Kirkpatrick

Approval of Agenda *Motion* by Irene supported by Anne to approve the agenda as presented. All ayes, *motion carried*

Approval of October 20, 2020 Marketing Committee Meeting Minutes *Motion* by Irene supported by Anne to approve the October 20, 2020 Marketing Committee Meeting Minutes as presented. All ayes, *motion carried*

Public Comment None

Marketing

1. **Budget** The annual Marketing Budget is \$15,000. At fiscal year end (September 30, 2020) we were over budget by \$5,000. A little over \$600 was reimbursable through the Mobility Management grant; we purchased FY2021's promotional items earlier than usual due to being under budget in other line items.
2. **Annual Report** Jessica thanked the Committee for their hard work and great suggestions for the Annual Report. Bill has emailed/distributed copies of the report to each Village/Township. Due to COVID-19 restrictions we will not be presenting the reports in person as we have done in years past

PR/Recent Ink

1. **Advertising** Unpaid advertisements on social media promoting free rides to the polls/ballot drop off
2. **Kudos and/or detractors** None

Old Business

1. **Ecolane Communications Plan** Chad and Jessica are working on some video tutorials for the app and self-service portal
2. **COVID Response**
 - a. **Face Masks** Over 1300 handmade masks distributed. Have received no donations/requests in several months.
 - b. **Package Delivery** Package delivery has continued to grow. We are considering designating a bus to pick up/deliver packages (mainly from food pantries and prescriptions) due to difficulty meeting demand. Benzie Senior Resources has started paying for package delivery for all of their clients
3. **BACN "Stuff the Bus" Event Oct 15-17** Cancelled
4. **November election transportation (ridership results)**
 - a. **Absentee voter transportation to official dropbox** No trips
 - b. **Voter transportation on election day** Record breaking 21 trips to the polls (usually only 4-5)

New Business



1. **Holiday Hours** Closed Thanksgiving, open 6-5 on Black Friday, open 6-2 Christmas Eve, closed Christmas Day, regular hours New Year's Eve, closed New Year's Day. Jessica will be posting the schedule online soon
2. **NYE Nite Owl** No plans as of yet. Several bars have closed for the season, and current COVID restrictions put in place by MDHHS do not allow for bars/restaurants to have indoor customers.

Mobility Management

1. **Non-Emergency Medical Transportation** We've had an increased number of requests for out of county medical rides. We're discussing a few different options for improving on this service, including applying for funding through the annual MDOT application to start a New Freedom Volunteer Driver Program
2. **Elderly/Disabled Transportation** - MDOT is conducting a Statewide survey for disabled community members. The survey is meant to guide their long range planning process. Jessica has sent the link to the survey to applicable members of the Local Advisory Committee and to the Benzie Drop In Center.
3. **Community Engagement**
 - a. **Rider Surveys** - The committee should think about what questions we want to ask: Customer Service vs Service Priorities for the future. MSU will be conducting the surveys this year (June 18-21). Many of the questions are part of their survey template but we are able to add a few questions specific to our agency. Jessica will share the previous survey with the committee.
 - b. **Non-Rider Surveys** The committee should start thinking about what we want to know from those who don't ride the bus. Jessica will share the previous survey with the committee.

Public Comment None

Future Meeting Schedule: January 21, 2021 at 9:00AM

Adjournment Meeting adjourned at 9:39AM

Recording Secretary

Date