



**Benzie Transportation Authority
Marketing Committee Meeting**

Thursday, January 18, 2018 @ 8AM
Petals & Perks, 429 Main St Frankfort

Minutes Approved as Presented March 15, 2018

- I. **Welcome and Call to Order** Chairwoman Anne Noah called the meeting to order at 8:15AM. Jessica welcomed Irene Nugent to the committee. Irene is a former Board member and current member of the Local Advisory Committee and has joined the Marketing Committee in an advisory capacity
- II. **Roll Call** Irene Nugent, Susan Kirkpatrick, Anne Noah, Josh Stoltz, Jessica Carland
- III. **Public Comment** None
- IV. **Review and Approval of Agenda Motion** by Susan support by Anne to approve the January 18, 2018 agenda as presented. All ayes, *motion carried*
- V. **Review and Approval of November 30, 2017 Minutes Motion** by Susan support by Josh to approve the November 30, 2017 minutes as presented. All ayes, *motion carried*
- VI. **Marketing**
 - a. **Budget** Thanks to the \$35k Rotary Charities grant for NEMT/JARC marketing, we were able to do more promotions for those services and still came in under budget. FY2018 Marketing budget is \$15k. Anne asked if advertising for job postings should go under a different line item. Jessica to discuss with Bill/Wendy.
 - b. **JARC** Approximately 1300 JARC riders in the 1st Quarter. Jessica will do another JARC promotion when the commuter card launches.
 - c. **NEMT** Discussion over service models and how best to service those needing medical rides.
 - d. **Google Transit** Benzie Bus is now searchable on Google Maps. Marketing this feature will require education of how the feature works. Due to the rurality of our area, the transit option will only show if a person searches using bus stops.
 - e. **Commuter Card** Staff are voting on the name of the commuter card. There are some back-end processes that need to be completed such as finishing the card design and adding the card as a payment method in the dispatching software. Once those are completed we will begin promoting the card. Estimate launch date is March 1st.
- VII. **Outreach**
 - a. **Smart Commute 2018** Jessica has joined the Smart Commute Week planning committee. Josh expressed interest in joining the committee to help.
 - b. **Universal Reduced Fare Card Pilot** The Pilot is scheduled to launch this month. MDOT would like 80% of all Michigan transits to participate. At this time, there are no transits in the UP participating nor are there any Urban transits participating.



- c. 2018 Outreach Event Ideas** Jessica's goal is to participate in more events than ever before. Ideas from committee members for specific events would be helpful for planning for the next year.

VIII. Public Relations

- a. NYE Night Owl** Night Owl went well. 280 riders compared to 208 last year. Discussion over funding and showing the benefit of this service: How much \$ does this service save for the County (DUI costs, etc) are there grants that will help support this type of thing? (MAD, etc)
- b. Recent Ink** Great article in the Record Eagle about the benefits of riding public transit. Jessica to find a rider that may be willing to write the same type of article immediately prior to Smart Commute Week.

IX. New Business None

X. Old Business None

XI. Public Comment None

XII. Future Meeting Schedule March 15 2018, 8AM @ Ursa Major