



**Benzie Transportation Authority
Marketing Committee Meeting**

Tuesday, June 20, 2017 at 12:00PM

Little Betsie Bistro, Crystal Mountain, Thompsonville, MI 49683

MINUTES APPROVED AS PRESENTED JULY 20, 2017

Welcome and Call to Order Meeting called to order at 12:22PM

Members Present: Anne Noah, Josh Stoltz, Susan Kirkpatrick

Members Absent: None

Staff Present: Jessica Carland and Sara Smith

Public Comment None

Review and Approval of Agenda Jessica added "Election of Committee Chair" to the agenda. **Motion** by Josh to approve the agenda as amended. Support by Anne. **All ayes, motion carried.**

Election of Marketing Committee Chair Josh nominated Susan. Susan nominated Anne. Discussion. Anne accepted the nomination. **Motion** by Susan and support by Josh to elect Anne as committee Chair. **All ayes, motion carried.**

Review and Approval of March 9, 2017 Marketing Committee Meeting Minutes **Motion** by Josh to approve the March 9, 2017 Marketing Committee Meeting Minutes as presented. Second by Susan. **All ayes, motion carried.**

Marketing

- a. **Magical History Tour** – Sara discussed this year's MHT. The Tour started June 1st and so far, there have been about 60 riders. We received approximately \$2300 from local businesses for advertising sponsorship. We expect the ridership to continue to grow as the summer goes on.
- b. **JARC** – JARC ridership continues to grow. June has seen a 56% increase in ridership compared to May. Jessica will work on determining where the growth has occurred.
- c. **NEMT/MTM** – We continue to struggle to negotiate rates with DHHS for NEMT rides. We average about 12 NEMT rides per month. MTM rides launched May 8th, and we provided 18 rides. As of today, we have given 14 MTM rides in June
- d. **Cherry Capital/NMC rack cards** – We partnered with BATA on another set of join rack cards, and now have a Cherry Capital Airport rack card. Jessica/Sara will get these distributed to hotels/campsites/CSA, etc. NMC rack cards have been distributed.

Outreach

- a. **June events (Senior Expo, Summerfest)** – We attended the Senior Expo on the 9th and T-Ville Summerfest on the 19th. Jessica is going to start going to Michigan Shores bi-monthly and The Gathering Place when there are service changes.
- b. **Crystal Mountain Orientation Packets** – Jessica to begin working on PR materials for Crystal Mountain orientation packets. She will also reach out to Munson and Graceland and request to do the same.

PR Ideas

- a. **Beach Bums** – We are doing free rides to Beach Bums games again this year. Unfortunately, there will be no discounted game tickets for the riders.
- b. **Cherry Festival** – During Cherry Festival, we are going to have 2 for the price of one tickets on the TCX to Hall St and will stay open late for the some of the concerts. We are also going to do several runs on Saturday July 8th. We don't typically go to TCX on Saturday's.
- c. **2017 Rural Transit of the Year** – Josh, Jessica, Chad and 5 staff members were at the CTAAs Expo Tuesday June 13th to accept the Award. Josh gave a great speech, and the staff enjoyed riding the People Mover and Q-Line Streetcar. We plan on having some banners made up to drape on the bus for the Frankfort 4th of July Parade and are thinking of other ways to market this great achievement.

Recent Ink – Lots of press recently! The Ticker, Record Patriot and Record Eagle all did stories on the Transit of the Year Award; The Record Patriot did a huge story on the Magical History Tour.

New Business Josh suggested "How to Ride" videos. We are still looking for a full-time mechanic.

Old Business Anne discussed a spring/summer event calendar. Jessica and Sara will add events to Facebook page and will discuss with Chad adding a calendar to website.

Public Comment None

Future Meeting Schedule Thursday July 20 @ 8 Petals & Perks in Frankfort

Motion by Susan to adjourn the meeting at 1:18PM. Support by Susan. **All ayes, motion carried.**

Jessica S Carland, Recording Secretary

Date