



**Benzie Transportation Authority
Marketing Committee Meeting**

Thursday, November 30, 2017 @ 8AM
Petals & Perks, 429 Main St Frankfort

Minutes Approved as Presented January 18, 2018

- I. **Welcome and Call to Order** Chairwoman Anne Noah called the meeting to order at 8:00AM
- II. **Roll Call** Anne Noah, Susan Kirkpatrick, Josh Stoltz, Jessica Carland
- III. **Public Comment** None
- IV. **Review and Approval of Agenda** Jessica added Tablets under New Business. **Motion** by Josh second by Susan to approve agenda *as amended*. **All ayes, motion carried**
- V. **Review and Approval of October 18, 2017 Minutes.** **Motion** by Susan to approve October 18, 2017 minutes as presented. Second by Josh. **All ayes, motion carried.**
- VI. **Marketing**
 - a. **Magical History Tour** We've already received sponsorship from the Benzie Chamber for 2018 MHT and are planning the routes for next year. Discussion over route options and 2018 sponsorships
 - b. **JARC**
 - i. **Crystal Mountain** Attended Job Fair on 11/8
 - ii. **Munson** Outreach event on 11/13
 - iii. **Cherry Republic** Attended Job Fair on 11/2
 - iv. **Xpert Fulfillment** Jessica made an attempt to connect with them re: rides for employees. She will try again in a few months.
 - v. **Empire** Still trying to determine whether there is a need for service in Empire. Jessica reached out to the Empire Clinic and Empire Senior Center.
 - c. **NEMT** Jessica met with the Director of Centra Wellness regarding medical rides for Medicaid beneficiaries.
 - d. **Google Transit** The Feed has been accepted. Not sure yet when it will go Live but we expect it will be before the end of the Calendar Year
 - e. **Commuter Card** We are discussing implementing a 31-day commuter pass. Working on price point. BATA has just launched theirs; \$35 full fare/\$17.50 reduced for their City links. We're considering \$70/\$35.
- VII. **Outreach**
 - a. **Smart Commute 2018** Discussion over past Smart Commute initiatives.
 - b. **Maples** Jessica met with the Maples at the beginning of November and was able to clear up some confusion re: Contract Fares and regular rides for group trips
 - c. **Universal Reduced Fare Card Pilot** We'll be participating in a Pilot program over the next year. Jessica will be attending a webinar next week.



VIII. Public Relations

- a. **Recent Ink** Articles in the RP and RE regarding our Annual Report

IX. New Business

- a. **Tablets** Tablets rolled out on Monday. We will be putting out a Press Release soon. The staff has handled the transition extremely well.

X. Old Business

- a. **Annual Report** Bill/Chad/Jessica have been presenting the Report at village/township meetings.

XI. Public Comment None

- XII. Future Meeting Schedule** The Marketing Committee will continue to meet bi-monthly, between Board Meeting months. The next meeting will take place January 18, 2018 at 8AM, Petals & Perks (Frankfort)

Recording Secretary

Date