



**Benzie Transportation Authority**

**Marketing Committee Meeting**

Wednesday, October 18, 2017 @ 8AM

Ursa Major Bistro, 245 S Benzie Blvd, Beulah MI 49617

**Minutes Approved as Presented November 30, 2017**

Welcome and Call to Order **Meeting called to order at 8:00AM**

Roll Call **Anne Noah, Susan Kirkpatrick, Jessica Carland, Bill Kennis**

Public Comment **None**

Review and Approval of Meeting Agenda **Motion** by Susan to approved the agenda as presented.  
Support by Anne. All ayes, **motion carried.**

Review and Approval of July 20, 2017 Meeting Minutes **Motion** by Susan to approve the July 20, 2017  
Marketing Committee Meeting Minutes as presented. Anne support. All ayes, **motion carried.**

- I. Marketing
  - a. Magical History Tour **The final MHT for 2017 was the 14<sup>th</sup>; we had a total of 415 MHT riders, compared to 222 from last year. That includes 53 that came up from SVSU to do the tour, and about 50 that did mini-MHT's during the Beulah Fall Festival**
  - b. JARC **There were 3500 JARC riders in FY17. "Work" rides went up 18% compared to FY16. Chad and Jessica are currently evaluating the JARC routes for this year**
  - c. NEMT **Medical rides are also up 18% compared to FY16. MTM ridership continues to grow, and we were reimbursed \$1737.38 for rides in FY17.**
  - d. Google Transit **Jessica completed the Google Transit Fee Specification and submitted the Feed to Google. Once they approve (2-3 weeks), people will be able to search route information on Google Maps.**
  - e. FY2018 Budget/Marketing Plan **FY17 Marketing came in under budget, thanks to Rotary grants covering over \$20k JARC/NEMT marketing. Benzie Bus spent \$11,950 of the \$14,800 budget. FY18 budget for marketing is \$15k.**
- II. Outreach
  - a. Halloween Rides **Several local businesses are underwriting a shuttle the Saturday before Halloween – one of the busiest bar nights of the year. Rides are free; reservations not required**
  - b. Crystal Mountain Orientation Packets **Jessica will be attending the November 8<sup>th</sup> job fair at CM to promote CM routes. The CM orientation brochure is almost completed**
  - c. Smart Commute 2018 **Jessica has been brainstorming about next year's Smart Commute Week.**



- III. Public Relations
  - a. Rural Transit of the Year Media Coverage **The T.O.Y. announcement was in both the Record Eagle and Record Patriot; uniform shirts with the logo were purchased for employees; the award video was posted on our Facebook**
  - b. Recent Ink **Jessica won a National Marketing Contest for her Youth Ride Guide; there was an article in the Record Patriot on September 27.**
- IV. New Business
  - a. Beginning of School Year Results **Back to School ridership is about the same as last year. In FY17 we did 7% more School trips than the prior year. The majority of all School trips are in Benzonia and Frankfort; however, Davis Lake and TC Schools**
  - b. Annual Report **Bill has been working on the Annual Report. Discussion about report contents/layout.**
- V. Old Business
  - a. How to Ride Videos **Discussion over video marketing ideas**
  - b. Event Calendar on Website **Events will be posted on Benzie Bus' Facebook page**

Public Comment **None**

Future Meeting Schedule **Next board meeting December 20, 2017. Next committee meeting TBD**

**Meeting adjourned at 9:05AM**

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Recording Secretary

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Date