



**Benzie Transportation Authority
Marketing Committee Meeting
Thursday, March 9, 2017 9:00AM
Petals & Perks, 429 Main Street, Frankfort
APPROVED AS PRESENTED JUNE 20, 2017**

A Marketing Committee Meeting of the Benzie Transportation Authority was held at 9:00 AM at Petals & Perks in Frankfort.

Members Present: Irene Nugent, Josh Stoltz, Susan Kirkpatrick

Members Absent: None

Staff Present: Jessica Carland

Guests: None

Chairperson Susan Kirkpatrick called the meeting to order at 9:00am

Amendments/Changes to Agenda: None

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

Approval of February 15, 2017 Marketing Committee Meeting Minutes: *Motion* by Josh and supported by Irene to approve the February 15, 2017 Marketing Committee meeting minutes as presented/amended. All ayes, *motion carried*.

Public Comment: None

Marketing

- a) **Magical History Tour** – Chad is working on the routing; BAHM has requested the Tour not be commercial, however we have recommended they allow for mentions of businesses so we can solicit for advertising sponsorship. Last year we received \$2400 in sponsorship monies from local businesses which allowed us to do quite a bit of advertising.
- b) **JARC – Rotary Dollars** – We've been approved to use \$30,000 from NEMT monies for JARC advertising.
 - i. **Marketing Plan** - Jessica presented the committee with a draft JARC Marketing Plan. Discussion.
 - ii. **Billboard Ideas** – Jessica presented draft advertisement for a Billboard. Board is located
 - iii. **Google Ad** – Jessica discussed running a Google Ad. Discussion of verbiage that should be included in ad.

- iv. **Summer Hire** – Benzie Bus has hired Sara Smith for part-time summer help to be a guide on the Magical History Tour, help with JARC marketing, and other marketing/PR events that will come up during the summer.
- c) **National RTAP Technical Assistance Program** – We are applying to be in a program through National RTAP to help improve our marketing, communications and/or community outreach using their marketing transit toolkit and various web tools. They are looking for two small rural transit providers. Jessica is working on the application, which is due March 17th, and we should find out March 31st. Program kick-off would be mid-April
- d) **NEMT/MTM** – Jessica has started training with MTM on the web portal. So far training has included certification verification and trip management. Next week she and Wendy will receive training on billing procedures.

PR Ideas

Outreach

- a. **JARC** – Staff are distributing rack cards around the County. No formal outreach events at the moment.
- b. **Beach Bums** – Bill is still trying to get in touch with Beach Bums regarding summer shuttles
- c. **Spring/Summer Event Calendar** – We’re still looking into rides to the Cherry Fest, Film Fest, and a Saturday TCX run

Recent Ink: BATA is running a radio spot for the new JARC services. The radio spot will play up to 4 times a day in each time slot (AM from 6-9, Mid-morning from 9-noon, afternoon from noon-4, and evening 4-10). It is running on all of the Northern Broadcasting stations that include: Fox-FM, ESPN Radio, and KLT to name a few.

New Business: None

Public Comment: None

Future Meeting Schedule: TBD

Motion made by Irene and supported Josh by to adjourn the meeting at 10:15AM

Jessica S Carland, Recording Secretary

Date