



**Benzie Transportation Authority  
Marketing Committee Meeting**

Thursday, July 17, 2018 @ 8AM

Ursa Major Bistro, 245 S Benzie Blvd, Beulah 49617

**Minutes Approved as Presented September 19, 2018**

**Call to Order** Susan called the meeting to order at 8:05AM

**Roll Call** Susan Kirkpatrick, Amy Herczak, Irene Nugent

**Approval of Agenda** *Motion* by Irene supported by Amy to approve agenda as presented. All ayes, ***motion carried***

**Approval of March 15, 2018 Marketing Committee Meeting Minutes** *Motion* by Irene supported by Amy to approve March 15, 2018 Meeting Minutes as presented. All ayes, ***motion carried***

**Public Comment** None

**Marketing**

- a. **Budget** There is about \$9k remaining in the Marketing budget for FY2018. Jessica is ordering more promotional items. Discussion.
- b. **GO!Pass** Sales have gone down a bit, primarily because school is out. Jessica is scheduling some Facebook ads as well as an ad in the Record Patriot.
- c. **Package/Rx Delivery Services** Jessica ran a new promo for package delivery via Chamber email blast.
- d. **Airport Service** There was a great story in the Record Eagle featuring the new airport service. We ran an ad in the Record Patriot. We'll be distributing rack cards to area hotels and Jessica will be talking to the Benzie Chamber to promote as well.
- e. **Website/Facebook** We have been unhappy with our web designer over the past year. Chad has been researching new organizations to take over our website. Jessica is starting to do scheduled FB promos.

**PR**

- a. **Frankfort Arts & Crafts Fair** Jessica will be promoting Airport service
- b. **Friday Night Live** Jessica will be attending Downtown TC's Friday Night Live events on August 10<sup>th</sup>, 17<sup>th</sup> and 24<sup>th</sup>.
- c. **August Record Patriot Column** Stephanie Williams, the Community Outreach Manager at POMH, is working on an article on Medical Transportation for the August 1<sup>st</sup> edition of the Record Patriot.

**Outreach**

- a. **Annual Surveys** MSU surveyed riders on the bus. We expect to have the complete results sometime in September. Discussion over MSU's Preliminary Impression.
- b. **Crystal Mountain** CM purchased some student punch cards for their international employees. Jessica will continue to work with Anne Noah and CM's Director of HR to promote services
- c. **Smart Commute Week Results** There was record ridership during SCW. The busiest day was Passenger Appreciation Day, and we had almost 500 riders. There were about 300 more trips taken than the previous year. Discussion over ideas for SCW 2019.



**Recent Ink** Record Eagle 7/1/2018 “Benzie Bus adds Airport Service”

**Old Business**

- a. **Google Transit** No new action

**New Business**

- a. **Benzie County Chamber of Commerce Community Impact Nomination** Benzie Bus was nominated for the Benzie County Chamber’s Community Impact award. Discussion.

**Public Comment** None

**Future Meeting Schedule:** September 18, 2018 8AM Petals & Perks

**Adjournment** Meeting adjourned at 8:45AM

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Jessica S Carland, Recording Secretary

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Date: