



**Benzie Transportation Authority
Marketing Committee Meeting**
Tuesday, November 13, 2018 8:00AM
Petals & Perks

Call to Order

Roll Call Anne Noah, Patty Roth, Irene Nuske, Susan Kirkpatrick

Approval of Agenda Jessica added “Rides to the Polls” and “BCHS Service Above Self Day” in the PR section under Crystal Mountain. Motion by supported by to approve agenda as amended. All ayes, *motion carried*.

Approval of September 19, 2018 Marketing Committee Meeting Minutes Motion by supported by to approve September 19, 2018 Marketing Committee Meeting Minutes as presented. All ayes, *motion carried*

Public Comment None

Marketing

- a. **Budget** We ended FY2018 about with about \$16.5k in marketing expenses. Remember that about \$5k of that needs to be backed out for sponsored advertising (e.g., Nite Owl services), and about \$3500 needs to be backed out for the Mobility Management grant. True end-of-year total is closer to \$8k, which is \$2k under budget
- b. **Fly Benzie Bus** Airport has been going well. We’re looking into wrapping a bus with the Fly Benzie Bus ad. We also have ads running in the Northern Express on November 19th and December 17th, as well as a Facebook promo. Jessica also placed an ad in the Benzie County Chamber of Commerce annual community guide
- c. **NEMT** Jessica is placing ads in the Record Patriot and Facebook promoting NEMT and Rx delivery.
- d. **Website** The new website is getting there, but still has a way to go. Discussion over design features.

PR

- a. **\$8m Michigan Mobility Challenge** We are slowly moving along with the BOSCH/SPLT project. There was a time-consuming hiccup with our software, but we hope it will gain serious steam this week.
- b. **Halloween Nite Owl/Haunted Bus** Nite Owl went better than last year and we provided about 95 rides (compared to 50 last year). We had more time to promote and were better organized. We look forward to growing this service. The rider feedback was really great. The Haunted Bus also went well. We had the bus in Beulah two different nights – the night of Fall Festival and Halloween Night. A total of 150 people got spooked.
- c. **Crystal Mountain Job Fair** We provided free rides to the job fair. No one rode.

- d. **Rides to the Polls** We took 21 people to vote. Up from 10 in 2016.
- e. **BCHS Service Above Self Day** BCHS students participated in a Service Above Self Day, and we provided part of their transportation needs. 146 total rides were provided by Benzie Bus.
- f. **Ski n Ride** Chad, Jessica and Anne are trying to arrange transportation for the school ski programs.
- g. **NYE Nite Owl** We'll be doing the NYE Nite Owl service again until 3AM on NYE.

Recent Ink

Old Business

- a. **Google Transit** The transit feed is finally updated. The new website will have a "plan your trip" feature which will allow people to enter their origin and destination information. The results are pulled from the google transit feed.

New Business

- a. **Bike n Ride/Friends of Betsie Valley Trail** We haven't promoted our Bike n Ride services very much, so Jessica is starting early to try to promote this service. She is working with Mary Heffelfinger (Chamber Visitors Bureau) to promote Bike n Ride with the CVB and FBVT on their trail page in the Michigan Trails magazine. Discussion over other ideas for promotion.

Public Comment None

Future Meeting Schedule

Adjournment