



**Benzie Transportation Authority  
Marketing Committee Meeting Agenda  
August 27, 2019  
Petals & Perks  
Minutes Approved as Presented September 19, 2019**

**Call to Order** Meeting called to order at 8:10AM

**Roll Call** Anne Noah, Susan Kirkpatrick, Irene Nugent (ex-officio)

**Approval of Agenda** *Motion* by Susan support by Anne to approve the agenda as amended. All ayes, *motion carried.*

**Approval of June 27, 2019 Marketing Committee Meeting Minutes** *Motion* by Susan support by Anne to approve the June 27, 2019 Marketing Committee Meeting Minutes as presented. All ayes, *motion carried.*

**Public Comment** None

**Marketing**

- a. **Budget** We're right on track with line item 50302 - Advertising Fees. We are budgeted \$15,000 per year and have spent \$21,000, but once you back out advertising for sponsored services such as Nite Owl and Crystal Lake Express, we're just under budget with one month to go.
- b. **Crystal Lake Express** We've provided 886 rides so far on the CLEx. We're hoping to have a big weekend over Labor Day and would like to hit 1,000. Jessica has scheduled another ad in the Record Patriot for this week and is doing another push on social media.

**PR**

**Recent Ink**

**Old Business**

- a. **Hopthru** We've stayed steady with around 26 users. We're promoting the app at school Open Houses so I'm hoping to see a few more users in the coming months.
- b. **TC Pit Spitters** The Pit Spitters had a great first season, and we provided over 200 rides to the games, including the playoffs and championship. Jessica to send email with shuttle results
- c. **Youth Engagement**
  - i. **Read and Ride June 17-August 31** We provided 40 rides to local libraries so far. Unfortunately I am unable to determine at this point which library(ies) was(were) utilized most often by the students. Discussion over how to improve the service for next summer, and other ways to engage and attract new youth riders. Jessica to look into presenting to their Boards/Friends groups for future ideas
  - ii. **School Open Houses** We're participating in all of the school open house events, including 3 events hosted by the 5 to One Playgroup/Great Starts Collaborative

- d. **NEMT Marketing Grant from MPTA** At our last meeting I discussed the possibility of getting some marketing dollars from MPTA to promote our NEMT services. It has been determined that marketing is not an eligible expense.

**New Business**

- e. **Marketing/PR Plan for Millionth Ride** Discussion over marketing ideas for celebrating the millionth ride, estimated to occur at the end of September.
- f. **Communications Plan for 2020 Millage** Overview of the communications plan for the 2020 millage renewal. Anne requested the Plan be sent to the committee in Excel so they can make additions/comments. Jessica to get clarification on "Impact".

**Public Comment** None

**Future Meeting Schedule** TBD

**Adjournment** Meeting adjourned at 9:15AM

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Recording Secretary

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Date