



**Benzie Transportation Authority
Marketing Committee Meeting
January 30, 2020 8:15 AM
Petals & Perks
Minutes Approved as Presented June 24, 2020**

Call to Order Meeting called to order at 8:22AM

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

Approval of Agenda *Motion* by Susan to approve the January 30, 2020 meeting agenda as amended. Support by Anne. All ayes, *motion carried*.

Approval of November 21, 2019 Marketing Committee Meeting Minutes *Motion* by Anne to approve November 21, 2019 Marketing Committee Meeting Minutes as amended. Support by Susan. All ayes, *motion carried*.

Public Comment None

Marketing

- a. **Budget** Jessica reviewed the budget spreadsheet. There is just under \$12k left in the marketing budget after the first quarter.
- b. **Millage Efforts** We printed/mailed postcards to approx. 9500 addresses in Benzie County via Every Door Direct Mail. We'll be running a centerfold ad in the February 26th edition of the Record Patriot; there is an ad currently running at The Garden Theater.

PR/Recent Ink

- a) **Benzie Senior Resources Newsletter Articles** Final installment in the BSR newsletter will run next month. The article explains how to create a transportation plan.
- b) **Editorials** There haven't been any editorials recently, but we did receive a nice letter from a couple who used the Airport service.

Old Business

- a. **Communications Plan for 2020 Millage** Jessica will be presenting at the Benzie Senior Resources Board Meeting in February, as well as the Benzie Human Services Collaborative meeting.
- b. **Routes/Services** We expanded the Flex Route and now offer new times between Frankfort and Benzonia. We've provided about 375 trips on the route so far.

New Business

- a. **Communications Plan re: Succession Plan** Discussion re timing of succession plan in relation to the March 10th election.
- b. **Update from the Friends of the Benzie Bus** The Friends of Benzie Bus mailed 1500 postcards to absentee voters. They have set up an online fundraising campaign on Facebook to cover postage, graphic design, etc.

- c. **Benzie County Chamber/Visitors Bureau** The Benzie County Visitors Bureau will be joining the Traverse City Visitors Bureau. Discussion over services Benzie Bus can provide to help local hotels, etc.

Mobility Management

- a) **New Dispatch Software** The Request for Proposals has been submitted to the Michigan Department of Transportation’s procurement specialist. He will review the RFP, recommend changes/edits, and then approve. At that point, we will be able to open it up for bids. We hope to have the new software installed in late July.
- b) **Non-Emergency Medical Transportation**
 - a. **Benzie Bus Rides to Wellness** Several months ago DHHS agreed to pay \$15 one-way for specialized transportation to medical appointments. We’re finally live, with one approved passenger (as of Monday, January 27th). Eventually, we hope to offer on-demand medical transportation to the general public as well.
 - b. **Mobility for All Grant** Paul Oliver Memorial Hospital partnered with Benzie Bus on a \$227k Federal Transit Administration “Mobility for All” grant which “seeks to improve mobility options through strategies to enhance mobility and access to community services for older adults, individuals with disabilities, and people with low incomes”. POMH will be starting a pilot program aimed at reducing opioid prescriptions by using physical therapy as a means of treating pain. The requested funding will enable us to purchase 3 small Ford Transits, an on-demand module for our dispatch software, and a third-party scheduling portal that POMH and their clinics would use to schedule rides for their patients
 - c. **Michigan Health Endowment Fund Community Health Impact Grant** It was decided this grant wasn’t a good fit at this time. It is available annually, so Jessica will revisit next year.
- c) **Arcadia Student Transportation** It was discussed that Benzie Bus may help Frankfort-Elberta Area Schools with student transportation from the Arcadia area. At this time, FEAS does not think there is a great need, but will again another time.
- d) **SEEDS Transportation** SEEDS transportation has continued to grow (Nov 108, Dec 168, Jan 282)

Public Comment None

Future Meeting Schedule TBD

Adjournment Meeting adjourned at 9:35 AM

Recording Secretary

Date