



**Benzie Transportation Authority
Marketing Committee Meeting**

March 14, 2019 @ 8:15AM

Petals & Perks

Minutes approved as presented June 27, 2019

Call to Order Chairwoman Noah called the meeting to order at 8:15AM

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

Approval of Agenda *Motion* by Susan to approve agenda as presented. Support. All ayes, ***motion carried.***

Approval of Marketing Committee Meeting Minutes *Motion* by Patty to approve January 15, 2019 Marketing Committee Meeting Minutes as presented. Support. All ayes, ***motion carried.***

Public Comment None

Marketing

- a. **Budget** We've recently purchased 12-months of advertising at the Garden Theater (\$500) Saturday Shopper decals for shelters and buses (\$600) and a half-page ad and digital marketing package in the Record Patriot (\$400)
- b. **Fly Benzie Bus** Garden Theater in January
- c. **Saturday Shopper Service** We've put up shelter signs, window clings in buses, sent rack cards to the middle schools, and have run several social media promotions. We've had about 65 riders since the start of the service (approx. 8/Saturday)
- d. **NEMT** Jessica is looking at some ways to freshen up the NEMT marketing

PR None

Recent Ink Half-page ad for the Saturday Shopper on March 13th.

Old Business

- a. **\$8m Michigan Mobility Challenge** The workplan has been accepted by MDOT so the technical team is able to begin their work. Benzie Bus will be first (Benzie, BATA, and Allegan County are all part of the grant). Jessica follows up with BOSCH frequently for updates, but unfortunately work has been slow. May 6th Jessica will be in Lansing attending a Mobility Challenge Stakeholder Meeting to present on our project.

New Business

- a. **Hopthru** Benzie Bus has signed a contract with HopThru, a mobile fare payment app. BATA uses it as well, and Wex Express will launch in June. Expected launch date for Benzie Bus is April 15th.
- b. **TC Pit Spitters** Jessica has been in contact with the new management team. She's looking at dates of home games and determining the shuttle schedule. TC Pit Spitters have stated they will help promote the service, but cannot offer discounts to bus riders

- c. **Summer Services** Bill and Jessica presented the Benzie taxi-like summer service idea to the Frankfort-Elberta Chamber of Commerce. The idea was well received; they're now working with the Chamber to get support from the City and DDA.
- d. **Youth Engagement - Spring Break Bingo, Read and Ride, Shelter Art Project** Jessica is working on several youth engagement programs. Discussion.
- e. **Rider Survey April 8-13** Jessica plans on launching the Annual Rider Survey the week of April 8th. Michigan State University students conducted the surveys in 2018. Discussion over survey questions.
- f. **Beer and Brat Festival May 25**
- g. **Try Transit Week June 4-7** Jessica is working on programming for Try Transit Week. She's contacted Beth w/ FBVT about promoting Bike n Ride services during the week. Josh is unable to commit to "Travelin' Tunes & Trivia". Discussion.
- h. **Cherry Festival June 29-July 6** Discussion over providing service to Cherry Festival.

Public Comment None

Future Meeting Schedule May 16, 2019

Adjournment Meeting adjourned at 9:20AM

Recording Secretary

Date