



**Benzie Transportation Authority
Marketing Committee Meeting
September 19, 2019 @ 8:00AM
Petals & Perks
Draft Minutes**

Call to Order Meeting called to order at 8:12AM

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

Approval of Agenda Jessica added Services under Old Business. Anne added Hopthru under Old Business. *Motion* by Susan support by Patty to approve the September 19, 2019 Marketing Committee Meeting Agenda as amended. All ayes, *motion carried*.

Approval of August 27, 2019 Marketing Committee Meeting Minutes *Motion* by Patty supported by Susan to approve the August 27, 2019 Marketing Committee Meeting Minutes as presented. All ayes, *motion carried*.

Public Comment Irene commented that the marketing seems to be going well and she “sees Benzie Bus everywhere”.

Marketing

- a. **Budget** Not much spending since the August meeting. “Millionth rider” t-shirts have been ordered but won’t be invoiced until October 1st.
- b. **Crystal Lake Express** There was a total of 1100 passengers over 14 weekends. Jessica will be sitting down with drivers to get feedback on positives/negatives. Bill and Jessica will start reaching out to the Benzie Chamber regarding service sponsorship for 2020.

PR None

Recent Ink None

Old Business

- a. **Marketing/PR Plan for Millionth Ride** Discussion over plans for marketing the millionth rider celebration. Committee recommended a swag bag with items donated by local businesses for the millionth rider as well as free rides for a year.
- b. **Communications Plan for 2020 Millage** Discussion over plans for marketing services leading up to the millage. Committee came up with a list of themes including environmental, youth engagement, convenience, and economic impact. Anne is going to re-work the spreadsheet.
- c. **Services** Jessica updated the committee on the Airport service. August was the busiest month (63 rides); the next busiest month was August 2018 with 24 rides.
- d. **Hopthru** Anne asked about Benzie Senior Resources possibly using Hopthru to distribute passes to Seniors with smartphones. Anne offered to “test” the process on behalf of BSR and give them feedback. Jessica to set up a meeting with Doug Durand.

New Business

- a. **Nite Owl Services** Bill and Jessica have begun to ask for sponsorships for both Halloween and NYE Nite Owl services. Anne stated Five Shores Brewery in Beulah is opening in October. Jessica will contact the owners re: sponsorship.
- b. **TC West Ski n Ride** Benzie Bus will not be providing transportation to TC West for their ski n ride program this year due to budget and driver constraints.

Public Comment None

Future Meeting Schedule November 21, 2019 8AM

Adjournment Meeting adjourned at 9:11AM

Recording Secretary

Date