



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

Call to Order Meeting called to order at 8:30AM

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

Approval of Agenda Anne added Election of Committee Chair to agenda. Patty support. All ayes, *motion carried*.

Election of Committee Chair Susan nominated Anne as Committee Chair. Anne accepted the nomination. *Motion* by Susan to elect Anne as Chair. Patty support. All ayes, *motion carried*.

Approval of March 14, 2019 Marketing Committee Meeting Minutes *Motion* by Susan to approve March 14, 2019 Marketing Committee Meeting minutes as presented. Patty support. All ayes, *motion carried*

Public Comment None

Marketing

- a. **Budget** Committee requests that applicable MM marketing items be submitted for reimbursement through MM grant
- b. **Fly Benzie Bus** Being promoted at bus shelters and on social media.
- c. **Saturday Shopper** Service is still gaining momentum. Currently being promoted on the marquee in front of the bus station and on social media. Patty recommended promoting the service during the Cherry Festival. Jessica will run a social media campaign promoting the Saturday Shopper/Cherry Fest connections
- d. **Crystal Lake Express** The CLE is where the majority of marketing efforts are being spent at the moment. Being promoted heavily on social media, in the Record Patriot/Betsie Current, and at the Garden Theater. Jessica is also looking into a bus wrap

PR

- a. **Outreach Events** June was a busy month. We did several outreach events during Try Transit Week - Elberta trailhead, Shop n Save, Family Fare, and The Gathering Place. Benzie Senior Expo was June 14th, Thompsonville Summerfest was June 17th
- b. **News Clip** Chad was on 9&10 news promoting the Crystal Lake Express.

Recent Ink The Crystal Lake Express, 4th of July shuttles

Old Business

- a. **Hopthru** Successfully launched, about 30 unique users
- b. **TC Pit Spitters** Wednesday home games. Jessica to look into having riders help promote via social media/selfies etc

- c. **Youth Engagement** Discussion over school open house events, using a National Honor Society student as a bus buddy, selfie contest
 - i. **Spring Break Bingo Results/Lessons Learned** We had 6 total participants and only 3 cards turned in. Discussion over how to better engage youth riders
 - ii. **Read and Ride June 17-August 31** We are offering free rides to all county libraries for students enrolled in summer reading programs
- d. **\$8m Michigan Mobility Challenge aka SPLT Rides** SPLT attended the June Local Advisory Committee meeting and demoed the app on the bus. Great feedback from both groups. They will be attending the September LAC meeting as well.
- e. **Beer and Brat Festival May 25** We provided 177 trips to the Beer and Brat festival. Up from 65 last year
- f. **Try Transit Week June 4-7** Try Transit Week went well - we participated in many different outreach events and received great feedback from the community

New Business

- a. **NEMT Marketing Grant from MPTA** Benzie Bus may get some marketing dollars from MPTA New Freedom monies to promote non-emergency medical transportation

Public Comment None

Future Meeting Schedule TBD

Adjournment Meeting adjourned at 9:30

Recording Secretary

Date