



**Benzie Transportation Authority  
Marketing Committee Meeting  
May 27, 2021 @ 8:30AM  
Benzie Bus Station  
Minutes Approved as Presented August 5, 2021**

**Call to Order** Meeting called to order 8:27AM

**Roll Call** Anne Noah, Jeff Pataky, Jessica Carland

**Approval of Agenda** *Motion* by Jeff support by Anne to approve the agenda as presented

**Approval of March 18, 2021 Marketing Committee Meeting Minutes** *Motion* by Jeff with support by Anne to approve the March 18, 2021 Marketing Committee Meeting Minutes as presented. All ayes, *motion carried.*

**Public Comment** None

**Marketing**

1. **Budget Update** \$600 in the Betsie Current glossy magazine; \$2000 for ½ page ads every week in June. Discussion over pre-paying for some FY2022 advertising needs as the budget allows

**PR/Recent Ink**

1. **Advertising** Press release for Try Transit Week will run June 2nd
2. **Kudos and/or detractors** None

**Old Business**

1. **Iron Man** No Update

**New Business**

1. **Summer Services: Pit Spitters Shuttle, Crystal Lake Express** Pit Spitters shuttle will operate for 4 games, TBD. Crystal Lake Express will launch June 25th. Jessica has ads scheduled in the Record Patriot, including a front page sticker which will run June 14th. Anne and Jeff emphasized the importance of keeping both of these services free for families and to discourage drinking/driving.
2. **Trolley** Jessica shared the mock-up of the trolley colors. Hometown Trolley thinks it will be delivered mid-July.
3. **Try Transit Week** Try Transit Week is June 7-11. Jessica shared the event schedule. A press release and advertisement will be in the June 2nd edition of the Record Patriot
4. **Board Recruitment Packet** The Executive Committee met and would like a board recruitment packet created containing: letter from the board chair; annual report; application; mission/vision statements; a link to the bylaws on the Benzie Bus website; meeting calendar; and board member names and terms. Jessica will work with Nancy to get a draft document for Anne and Jeff.

**Mobility Management Report**

**1. Operational Goals**

- a. **Rider/Non-Rider Surveys** Rider survey has been completed and Jessica is analyzing the results. The Survey Monkey was hacked and Jessica had to spend a considerable amount of time getting rid of the “bad” surveys.
- b. **Bike n Ride/Ski n Ride** Jessica shared the draft Bike n Ride brochure.
- c. **Survey Lake Ann** No update



- d. **Re-evaluate JARC** No update
- 2. **Visionary Goals**
  - a. **Sleeping Bear/Empire Service Area** Tabled until there is forward motion
  - b. **Rides to Wellness** Jessica applied for a NRTAP Community Rides Grant to purchase the Ecolane Centers Portal and some funds for marketing. Award will be announced June 10th
- 3. **Financial Goals**
  - a. **Pit Spitters** Pit Spitters stated they will not be doing vehicle advertising this year
- 4. **Community Goals**
  - a. **Ecolane App** Jessica will be promoting the Ecolane App during Try Transit Week. Discussion over creating a video tutorial for using the app.
  - b. **Build summer ridership** Discussed under New Business, item 1

**Public Comment** None

**Future Meeting Schedule:** Odd-numbered months at 8:30AM, Benzie Bus Station

**Adjournment** 9:38AM

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Recording Secretary

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Date