



**Benzie Transportation Authority
Marketing Committee Meeting**
Thursday, July 20, 2017 at 8:00AM
Petals & Perks, Frankfort, MI 49635
APPROVED AS PRESENTED OCTOBER 18, 2017

Welcome and Call to Order Chairwoman Anne Noah called the meeting to order at 8:05AM

Members Present Josh Stoltz, Anne Noah, Susan Kirkpatrick

Members Absent None

Staff Present Jessica Carland, Sara Smith

Public Comment None

Review and Approval of Agenda *Motion* by Susan to approved the agenda as presented. Support by Josh. All ayes, *motion carried*.

Review and Approval of June 20, 2017 Marketing Committee Meeting Minutes *Motion* by Josh to approve the June 20, 2017 Marketing Committee Meeting Minutes as presented. Susan support. All ayes, *motion carried*.

Marketing

a. Magical History Tour There have been 165 Tour riders to date. Last year there were a total of 222 riders. SVSU is coming with a group of about 50 in September to do the Tour, and we have another group of 10-15 scheduled. With about \$1500 left in the MHT marketing budget, we're making some lawn signs that can be used again next year; printing some large shelter posters; and continuing to promote via Facebook and newspaper ads.

b. JARC - Munson/Lake Ann/Interlochen JARC ridership continues to grow. While JARC routes have only seen 45 riders so far this month, when looking at the Trip Purpose report, "Work" ridership has increased drastically. FY16 saw a total of 3770 work trips; FY17 to date has seen 4833, with 2 ½ months to go. We have some upcoming outreach events with BATA - Open House's in Interlochen on 8/7, Lake Ann on 8/8, and Munson on 8/21 and/or 8/22. These events are being funded by the Rotary Charities grant we received for JARC/NEMT advertising.

c. NEMT/MTM DHHS NEMT ridership is drastically lower than last year - 319 total NEMT rides last year and only 129 this year. MTM NEMT ridership is off to a great start - 12 in June and 20 so far for July. We're getting ready to send out a bulk mailing to all Benzie County Medicaid beneficiaries - just waiting on DHHS to get us the mailing labels.

Outreach

a. Free rides to the Polls We'll be doing free rides to the polls on August 8th.

b. Crystal Mountain Orientation Packets Sara is working on brochures for both Crystal Mountain and Munson commuters

c. **The Gathering Place/Michigan Shores** We'll be at TGP/MI Shores every other month to answer questions and promote our services

PR Ideas

a. **Beach Bums** We're providing free rides to 5 games this year; we've done 2 so far with 10 total riders.

b. **Cherry Festival** Cherry Festival was a bit of a flop – it saw only 6 riders. Next year, we expect Cherry Fest organizers will partner with us, and hope to see a huge increase in riders; there were some changes in Cherry Fest staffing this year which caused some confusion about our permissions.

c. **2017 Rural Transit of the Year** We're working on some ways to market our award.

d. **Beginning of the School Year Events** We're planning on attending orientation events at Frankfort and Benzie schools again this year.

Recent Ink July 2nd article in Record Eagle written by Susan Odgers on Benzie Bus and BATA and mobility impaired riders; July 16th article in Record Eagle written by Mark Urban on NEMT expansion.

New Business None

Old Business

a. **How to Ride videos** Work in progress

b. **Event Calendar on Website** Events will be placed on our Facebook page

Public Comment None

Future Meeting Schedule TBD

Motion by Josh to adjourn at 9:21AM. Support by Susan. All ayes, ***motion carried.***

Jessica S Carland, Recording Secretary

Date