

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, April 4, 2012

The meeting was called to order at 3:30 p.m.

Those present at the meeting were:

Members: Directors Jack Weir and Gregg Manning
Staff: Anne Muzzini and Mary Burdick
Guest: Suzette Mariel

Approval of Agenda

The agenda was approved.

Public Comment

Suzette Mariel introduced herself as a student of the University of Massachusetts studying marketing and public administration.

Approval of the Minutes of March 7, 2012

These minutes were approved as presented.

FY2013 Marketing and Communications Plan

Mary Burdick presented the draft marketing plan for discussion and input. The objectives include strengthening our brand identity, retain current riders, expand our ridership base, and conduct surveys to determine our market awareness, consumer attitudes. The primary focus for meeting the objectives is the introduction and promotion of Bus Tracker – real time information. The three phase strategy outlined for promoting Bus Tracker include the use print, radio, and on-line advertising which have been lacking in CCCTA's marketing mix for the past three years. The requested budget is \$180,000 which represents .66% of the fixed-route operating budget.

Committee members made some suggestions, including the use of video in the marketing mix. They also suggested that when presenting the plan to the Board of Directors a simplified approach such as video or power point be considered. Staff will present the final draft for approval in May.

Marketing Reports

- a. Website user reports for March were distributed and discussed.
- b. Upcoming community events were provided.

Next Meeting Date: Wednesday, May 2, 2012 at 3:30 PM at the County Connection Office, 3rd Floor Conference Room.

Adjournment: The meeting was adjourned at 4:20 PM.

Mary Burdick

4/23/12

Mary Burdick
Manager of Marketing

Date