

**SUMMARY MINUTES**  
**MARKETING/ PLANNING & LEGISLATIVE COMMITTEE**

Tuesday, July 9, 2013

The meeting was called to order at 8:00 a.m.

Those present at the meeting were:

Members: Directors Robert Storer, Rob Schroder, and Amy Worth  
Staff: Anne Muzzini and Mary Burdick  
Guest: Board Chair Erling Horn

**Approval of Agenda**

The agenda was approved.

**Public Comment**

There was no public comment

**Approval of the Minutes of June 6, 2013**

Director Worth advised that she was present at the June meeting. The minutes were approved as amended.

**County Connection Branding Options**

Mary Burdick presented renderings of the County Connection bus with the three color options discussed at the June meeting. Additionally, the current logo was presented with subtle changes. The Committee expressed an interest in the color combination of green and gold, but asked that a brighter green be considered. The changes to the logo lettering did not generate enthusiasm, and staff will seek options from a different designer.

The Committee asked that the bus replacement schedule be included in the next update to get a better grasp on the length of time the various fleet series with the current paint schemes will be on the road.

**Exterior Bus Advertising**

Mary Burdick presented photos of each of the eleven advertising size formats, and reported that if full wrap advertisements (full back, full side, and 3-side full wraps) were prohibited, Lamar estimated the revenue loss to be up to \$200,000 per year. The current minimum annual guarantee is \$535,000 and this amount will increase to \$545,000 in 2014 if the final option year is exercised. Committee members felt that if County Connection is going to invest in rebranding, several other large format advertisements should be prohibited as well. After reviewing the photos the Committee was interested in getting revenue estimates for exterior bus advertising based on standard tail, queen, king, kong, and super tail ad formats only. Anne Muzzini suggested we develop an RFP to have something concrete on which to base a decision.

**Senior/Disabled Free Mid Day Service**

The Committee expressed an interest in possibly reinstating the free mid-day service program for senior and disabled passenger that was discontinued in 2009. Anne Muzzini estimated the lost revenue to be approximately \$70,000 per year if the program was re-introduced. She suggested that this item be placed on the Board agenda with a recommendation that the A&F provide further review and input.

**Marketing Reports**

- School and Community Events for July were provided
- Web Statistics for June were reviewed.
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**Next Meeting Date:** The next meeting was scheduled for Thursday, August 1, 2013 at Supervisor Anderson's Lafayette office. The meeting will take place at 8:00 AM.

**Adjournment:** The meeting was adjourned at 9:00 a.m.

*Mary Burdick*

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**Mary Burdick**  
**Senior Manager of Marketing**

7/24/13

**Date**