

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, January 9, 2014

The meeting was called to order at 8:30 a.m.

Those present at the meeting were:

Members: Directors Rob Schroder and Amy Worth
Staff: Rick Ramacier, Anne Muzzini, Krisina Vassallo, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of December 5, 2013

The minutes were approved as presented.

2014 Federal Legislative Program – First Draft

Kristina Vassallo presented the first draft copy for the proposed County Connection Federal Legislative Program. At this time staff is focused on two interests – reauthorization of MAP-21 and the full funding of the FY15 transit appropriations bill. More interest may be included as federal updates become available.

Ms. Vassallo also brought copies of the FY14 Federal Legislative Program brochure to get feedback on the additional content and organization. Director Schroder commented that he finds the existing format informative and easy to read. Because at this time there are only two interests put forth for the FY15 program where there were three in FY14, perhaps more photos could be included.

Director Worth asked that the opening paragraph describing the County Connection service be more compelling, and suggested a few other changes to the wording.

Ms. Vassallo will incorporate the comments provided and bring back to the committee in February for the final review before presenting to the Board of Directors.

Alamo Creek Service Introduction

Mary Burdick described the new shuttle service that will begin in Eastern Danville. Known as Alamo Creek, the shuttle will provide free service between the developments and the Walnut Creek BART station. The service fully funded by resident fees included in the annual property tax. Copies of the approved mail brochure and door hanger were available. Director Worth suggested in future material that the T-1 funding be described in greater detail.

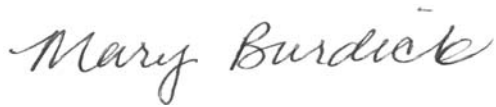
The service begins January 27th.

Marketing Reports

- Web Statistics for December were distributed.
- School and Community Events for January were provided.

Next Meeting Date: The next meeting was scheduled for Thursday, February 6, 2014 at Supervisor Anderson's Lafayette office at 8:30 AM.

Adjournment: The meeting was adjourned at 9:20 a.m.



Mary Burdick
Senior Manager of Marketing

1/27/13

Date