

Summary Minutes
Marketing, Planning, and Legislative Committee
County Connection Administration Offices
2477 Arnold Industrial Way, Concord
October 4, 2016, 9:00 a.m.

Directors: Directors Amy Worth, Bob Simmons

Staff: Ruby Horta

Public: Ralph Hoffman

Call to Order: Meeting called to order at 9:05 a.m. by Director Simmons.

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** Mr. Hoffman reminded the Committee of the upcoming local elections and shared his endorsements.
3. **Approval of MP&L Summary Minutes for September 1, 2016:** Minutes were approved.
4. **Resolution Authorizing the Filing of Applications to the Federal Transit Administration:** The Committee accepted staff's recommendation to forward the resolution to the Board for approval.
5. **Marketing Reports:**
 - a. **Report on Electric Trolley Ribbon Cutting Tasks**

Ms. Horta provided a status update on the electric trolley ribbon cutting. A "Save the Date" email was sent on October 3rd. Committee members confirmed receipt. Director Simmons suggested including the City of Walnut Creek as the host, in addition to County Connection. Director Worth was in agreement. Future communication should highlight the City of Walnut Creek's involvement in the event. Ms. Horta shared the site schematic of the event at the Leshar Center, the tote bag design and electric trolley USB drive. The Committee members discussed potential speakers including: Mark DeSaulnier (Congressman), Leslie Rogers (FTA), Amy Worth (MTC), Laura Hoffmeister (County Connection), Bob Simmons (County Connection/City of Walnut Creek), and Loella Haskew (City of Walnut Creek). Although the speaker list will focus on elected officials, representatives from partner companies may be contacted, as needed.
 - b. **Community Events**

Committee members reviewed the attached memo.
 - c. **Website and Social Media**

Committee members reviewed data provided.

6. Next Scheduled Meeting – The next meeting was scheduled for November 1, 2016.

7. Adjournment – The meeting was adjourned at 8:40 a.m.

Minutes prepared and submitted by: Ruby Horta, Manager of Planning