

**Summary Minutes
Marketing, Planning, and Legislative Committee
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
November 1, 2016, 9:00 a.m.**

Directors: Directors Amy Worth, Bob Simmons, Jim Diaz

Staff: Rick Ramacier, 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 October 4, 2016:** Minutes were approved.
4. **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 Leshner 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.
5. **Next Scheduled Meeting** – The next meeting was scheduled for December 6, 2016.

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

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