

**Summary Minutes
Marketing, Planning, and Legislative Committee
Hanson Bridgett
1676 North California Blvd., Suite 620
Walnut Creek, CA
June 2, 2017, 10:00 a.m.**

Directors: Directors Kevin Wilk, Jim Diaz

Staff: Anne Muzzini, Kristina Vassallo, Rick Ramacier

Public: Ralph Hoffman

Call to Order: Meeting called to order at 10:02 a.m. by Director Diaz.

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** Mr. Hoffman showed the Committee material about “dump the pump” day and suggested that County Connection could do more to promote the event.
3. **Approval of Summary Minutes for May 4, 2017:** The Committee approved the minutes.
4. **Bus Advertising Contract:** Ms. Muzzini explained that the advertising contract with Lamar has (2) one year options left and that it would be prudent to exercise them. The current level of sales isn’t generating as much as the guarantee amount of \$585,000 and staff expects that a new bid would only lower the revenue to the Authority. There was discussion about how web advertising has taken away from print advertising in general. The Committee agreed to recommend extension of the contract for another two years.
5. **Update on Infrastructure Initiative:** Ms. Vassallo described the Federal 2018 Infrastructure Initiative highlighting the goals to encourage self-help and leverage the private sector. There are no firm plans that would impact funding for County Connection at this time.
6. **Marketing Reports:**
 - a. Website and Social Media: Committee members reviewed data provided.
 - b. Community Events – Ms. Muzzini explained how the class pass program works as many of the events listed were of this type.
7. **Next Scheduled Meeting –** The next meeting was scheduled for July 6, 2017.
8. **Adjournment –** The meeting was adjourned at 10:45 a.m.

Minutes prepared and submitted by: Anne Muzzini, Director of Planning and Marketing