

AGENDA & MEETING NOTICE

Group: Marketing Committee

Directors: Pendergrass (Chair), Alejo, Bonincontri, Cuneo, Santibañez

Date: February 6, 2017

Time: 9:00 a.m.

Place: 19 Upper Ragsdale Dr., Suite 100, Monterey 93940

The Marketing Committee oversees marketing and public information matters of MST and recommends to the Board policies, practices, and efficiencies that maximize service and customer responsiveness.

1. Call to order.
2. Public comment on matters not on the agenda.
3. Update on RealTime Marketing Campaign
4. Update on refresh of JAZZ shelter displays
5. Update on South County Marketing Campaign
6. Review MST bus ad program and consider changes to ad rate structure for recommendation to the Board of Directors.
7. Review and consider any modifications to the MST bus and shelter advertising policy for recommendation to the Board of Directors
8. Committee member comments, questions, or referrals.
9. Adjourn

Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet are available for public inspection at the Monterey-Salinas Transit Administration Building at 19 Upper Ragsdale Dr., Suite 200, Monterey, CA 93940 during normal business hours.

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the meeting. Requests should be sent to MST – c/o Clerk to the Board, 19 Upper Ragsdale Dr., Suite 200, Monterey, CA 93940 or clerk@mst.org. Taxi-related materials and information are available on www.mst.org.



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