

AGENDA & MEETING NOTICE

Group: Marketing Committee

Directors: Bonincontri (Chair), Alejo, Carbone, Cuneo, Martinez

Date: November 13, 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. Receive reports on MST marketing campaigns:
 - a. Coach operator recruitment campaign (K. Halcon)
 - b. RealTime ad campaign (L. Rheinheimer)
 - c. South County marketing (Z. Shoats)
 - d. 'Ride the 40s on Us' (Z. Shoats)
4. Receive report on Reduced Pricing Bus Passes effort (Z. Shoats)
5. Receive update on MST community outreach and social media activities (L. Rheinheimer)
6. Upcoming MST marketing initiatives (L. Rheinheimer / Z. Shoats)
7. Committee member comments, questions, or referrals.
8. 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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