

There will be a meeting of the KCATA Marketing Standing Committee on Tuesday, January 24, 2017 at 2:00 p.m. in the Breen Building Large Conference Room, 1200 E. 18th Street, Kansas City, MO.



Marketing Standing Committee

January 24, 2017

Melissa Bynum, Committee Chair

Dennis Bixby, Thomas Sims

Robbie Makinen, President and CEO

Community Partners - Donna Mandelbaum, Lisa Czubak, Angie Jeffries, Sharon Watson,
Edwin Birch & Kite Singleton

Staff Representative ~ Frank White

Agenda

- I. Call to Order by Committee Chair Bynum
- II. Approval of Marketing Standing Committee minutes from October 25, 2016
- III. Marketing and Communications Updates
 - Newly designed route schedules
 - New Marketing efforts for expanded Johnson County Line
 - PR events
- IV. Community Survey Update
- V. Communications Dashboard
- VI. Discussion regarding future Marketing Standing Committee meetings
- VII. Adjournment by Committee Chair Bynum

KCATA Vision: Quality seamless regional transportation for everyone

KCATA Mission: We connect people to opportunities