



Kansas City Area Transportation Authority

Marketing Standing Committee Meeting

Melissa Bynum, Committee Chair

Dennis Bixby, Thomas Sims

Robbie Makinen, President/CEO

Donna Mandelbaum, Lisa Czubak, Angie Jeffries, Sharon Watson

Edwin Birch & Kite Singleton

Frank White

Ex-Officio Members Steve Klika and Daniel Serda

Tuesday, March 28, 2017 | 2:00 pm

KCATA | 1200 E 18th, Street KCMO 64108 | Breen Building, Lg. Conf Room

Agenda

- I. Call to Order by Committee Chair Bynum
- II. Approval of Marketing Standing Committee minutes from January 24, 2017
- III. Presentation by Frank Link, Director of Research Services – MARC
"Economic and Demographic Trends in the Kansas City Area"
- IV. Smart Media Presentation – Keith Sanders and Mike Grigsby
- V. Marketing and Communications Updates – Frank White
- VI. Adjournment by Committee Chair Bynum

Next Meeting: May 23, 2017

KCATA Vision: Quality seamless regional transportation for everyone

KCATA Mission: We connect people to opportunities