



Kansas City Area Transportation Authority

Marketing Standing Committee Meeting

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

May 23, 2017 | 2pm

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

Agenda

- I. Call to Order - Determination of the presence of a quorum
- II. Approval of March 28, 2017 Marketing Standing Committee Meeting Minutes
- III. Follow-up Discussion Re: MARC Presentation at March meeting by Frank Lenk
- IV. Discussion regarding one page information sheet on RideKC (Commissioner Bynum)
- V. Marketing and communications updates
 - Community Survey Results – Executive Summary
 - Breen Building Rebranding
 - Media and Social Media Reports
- VI. Adjournment

Next Meeting: July 25, 2017

KCATA Vision: Quality seamless regional transportation for everyone

KCATA Mission: We connect people to opportunities