



Kansas City Area Transportation Authority

Marketing Standing Committee Meeting

Melissa Bynum, Committee Chair

Nancy Bauder, Thomas Sims

Daniel Serda, Ex-Officio

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

Robbie Makinen, President and CEO

June 27, 2018 @10:15 am

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

Agenda

- I. Call to Order - Chair Bynum
- II. Approval of minutes for May 23, 2018 meeting
- III. Social Media Training
- IV. Marketing Informational Packets
- V. Job Access
- VI. Branding/Identity
- VII. "How to Ride" Transit Training
- VIII. Adjournment - Chair Bynum

KCATA Vision: Quality seamless regional transportation for everyone
KCATA Mission: We connect people to opportunities