



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,
Edwin Birch, Kite Singleton & Josh Powers

Robbie Makinen, President and CEO

November 28, 2018 @ 10:15 AM

KCATA Breen Building | 1200 E 18th St. | Large Conference Room | KCMO 64108

Agenda

- I. Welcome & Introductions - Chair Bynum
- II. Comments from Commissioner Bynum
- III. Bus Shelter Advertising
- IV. Transloc Project
- V. Event Recap
- VI. Social Media Highlights
 - a. Social Media and Web Analytics for October
- VII. Upcoming Discussions:
 - a. KCATA Strategic Plan
 - b. 2019 System Review
 - c. Prospect MAX
- VIII. Wrap-up - Chair Bynum