



Marketing Standing Committee

June 28, 2016 – 2PM

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 Representatives, Robbie Makinen, Frank White & Cindy Baker

Agenda

- I. Call to Order by Committee Chair Bynum
- II. Approval of Marketing Standing Committee minutes from April 26, 2016
- III. Introduction of Community Partners
- IV. Committee Orientation for Community Partners - Committee Chair Bynum
- V. Community Partners Discussion on Community Surveys
- VI. Marketing Plan Updates – Frank White
- VII. Dashboard – Frank White/Cindy Baker
- VIII. Adjournment by Committee Chair Bynum

KCATA Vision: Quality seamless regional transportation for everyone

KCATA Mission: We connect people to opportunities

