



PUBLIC NOTICE

Marketing Standing Committee

August 23, 2016

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, Frank White & Cindy Baker

Agenda

- I. Call to Order by Committee Chair Bynum
- II. Approval of Marketing Standing Committee minutes from July 26, 2016
- III. Web site assessment overview – Cindy
- IV. Regional Survey – Scope of Work - Frank
- V. Update on Johnson County Route expansion and Bridj - Frank
- VI. Dashboard Update – Cindy
- VII. Bus Advertising RFP discussion – Cindy
- VIII. Marketing Coordinator Role – Frank
- IX. September agenda items
- X. Adjournment by Committee Chair Bynum

Next Meeting: Tuesday, September 27 – 2PM

KCATA Vision: Quality seamless regional transportation for everyone

KCATA Mission: We connect people to opportunities