

**METRO RTA
PLANNING / MARKETING / RAIL
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
WEDNESDAY, MARCH 16, 2022
9:30 AM**

Committee

Members Present: Vincent Rubino, Donald Christian

Trustees Present: Robert DeJournett, Chuck Rector

METRO Team

Members Present: Dawn Distler, Valerie Shea, Molly Becker, Jay Hunter, Angela Neeley, Bambi Miller, Jarrod Hampshire, Shawn Metcalf, Gregory Fiocca, DeHavilland McCall

CALL TO ORDER

Mr. Vincent Rubino called the meeting to order at 9:31 am

APPROVAL OF MINUTES FROM FEBRUARY MEETING

Mr. Chuck Rector made a motion to approve minutes from the February 16, 2022 meeting. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

Planning Report | Valerie Shea

Reviewed KPIs and Performance Report. Ms. Valerie Shea gave a brief presentation on the Reimagine METRO Phase 2 outreach summary.

Marketing Report | Molly Becker

Reviewed KPIs. Public Electric Bus launch is scheduled for March 29 at 10 am. A promotional video and social media teasers were shown to the committee. A professional photographer will be on-site to take portraits of board members before the March 29 meeting. The RFP process for website redesign will coincide with the launch of the Reimagined Bus Network.

Rail Report | Valerie Shea

No report.

RESOLUTIONS FOR CONSIDERATION

None

OTHER BUSINESS

None

CALL FOR ADJOURNMENT

Adjourned at 9:51 am

**DAWN S. DISTLER,
CHIEF EXECUTIVE OFFICER/
SECRETARY-TREASURER**