

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT
ESTUARY TRANSIT DISTRICT BOARD MEETING

ESTUARY TRANSIT DISTRICT
MARKETING COMMITTEE MEETING
ETD OFFICES, 91 N. Main Street, Middletown, CT with Remote Options
THURSDAY, DECEMBER 5, 2024, at 9:00 AM

I. CALL TO ORDER

The meeting was called to order by Leslie Strauss, Chair at 9:05 a.m.

II. ROLL CALL

A quorum was established with the following committee members present: Jim Irish, and Leslie Strauss, Chair

Staff: Joseph Comerford, Executive Director; Christina Denison, Executive Assistant, and Brendan Geraghty, Transportation Planner

Absent: David Lahm

III. OLD BUSINESS - None

IV. NEW BUSINESS

1. *Review of SRMC Proposal Regarding Expanded Fixed Bus Service Promotion* – A copy of the proposal was included in the meeting packet

The committee reviewed the proposal and samples of SRMC’s social media ads. After discussion, the committee decided to move forward with the project as outlined in the proposal. A clause regarding timely execution will be added to the service contract.

2. *Tap & Ride Marketing* –

Joe Comerford reported that CTDOT is covering the costs of marketing the Tap & Ride pilot program. DOT staff is working with FHI designing promotional materials which are then reviewed by the district and distributed via social media. Ad rack cards were suggested as an effective tool to promote the program and have been requested from DOT. Comerford noted that state funds are limited, and the district may need to use some of its marketing budget to promote the program.

3. *Electric Bus Ribbon Cutting* -

Comerford reported that a ribbon cutting ceremony for the electric buses is being planned for later in the month. Slated to speak are representatives from CTDOT, the City of Middletown Mayor, and several State Legislators, as well as RVT Board members.

V. Next Meeting— The next meeting will be Thursday, February 6, 2025, at 9:00 a.m.

VI. ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

Respectfully submitted,

Christina Denison
Clerk