

**METRO RTA
INTERNAL/EXTERNAL ENGAGEMENT
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, SEPTEMBER 19, 2024**

Committee

Members Present: Chuck Rector

Trustees Present: John Valle, Robert DeJournett, and Nicole Squire

Trustees Excused: Mark Derrig, Dana LaGarde, Renee Greene, Gary Spring, Christine Marshall and Bob Konstand

Trustees Absent: Donald Christian and David Prentice

METRO Team

Members Present: Dawn Distler, Gert Wilms, Jarrod Hampshire, Eric Scott, DeHavilland McCall, Angie Neely, Tatia Harris, Shawn Metcalf, Molly Becker, Regina Mills, Laura Adkins, Grace Doyle, Nathan Leppo, Jamie Saylor and Kyle Moeglin

CALL TO ORDER

Mr. Chuck Rector called the meeting to order at 9:29 am.

APPROVAL OF MINUTES FROM THE AUGUST MEETING

Mr. John Valle made a motion to approve the minutes from the August meeting. Ms. Nicole Squire 2nd the motion. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

EEC Report | Regina Mills

KPIs and agenda items were reviewed. Mental Health Awareness EEC days – Mental Health Awareness, a clinical social worker from Summa provided a variety of materials during the event.

Most employees prefer phone-based counseling. We assured them if they do sign up for counseling it will remain anonymous.

Ms. Dawn Distler also noted that Mental Health is one of the most requested employee resource groups.

Customer Care Report | Laura Adkins

KPIs were reviewed

Marketing Report | Molly Becker

KPIs and agenda items were reviewed.

Free Fare Weekends Wrap Up, a positive email was shared regarding a successful conclusion of Free Fare Weekends. The initiative was well-received and contributed to a positive experience.

Community Driven, features a bus wrap that includes messages in various languages, such as “thank you”, “welcome” and “have a nice day.” This design reflects the diversity of the community and a welcoming atmosphere for all riders.

METRO Rebranding, includes updates across various platforms, such as new stationery, rebranded buses, updated operator uniforms, and refreshed website. Additionally, bus stop signs and shelters will feature new stickers on the side.

The Beacon Journal is running a story food deserts and how METRO’s grocery bus service is helping to prevent them.

Mr. Robert DeJournett inquired about the frequency of logo changes. Ms. Molly Becker responded that log changes are rare, and this is the first time in her 20+ years with the organization. He also asked about the total cost of the rebranding, but Ms. Molly Becker did not have the total cost available.

RESOLUTIONS FOR CONSIDERATION

There were no resolutions for consideration.

OTHER BUSINESS

CALL FOR ADJOURNMENT

Adjourned at 9:48 am.



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



Date (MM/DD/YYYY)