

**METRO RTA
INTERNAL/EXTERNAL ENGAGEMENT
COMMITTEE MEETING MINUTES
ROBERT K. PFAFF TRANSIT CENTER BOARD ROOM
THURSDAY, JUNE 20, 2024**

Committee

Members Present: Chuck Rector, Dana LaGarde, Christine Marshall
Gary Spring

Trustees Present: Mark Derrig, John Valle, Bob Konstand, Robert DeJournett, and
Nicole Squire

Trustees Excused: Renee Greene

Trustees Absent: David Prentice and Donald Christian

METRO Team

Members Present: Dawn Distler, Gert Wilms, Jarrod Hampshire, Angie Neely, Tatia
Harris, Jay Hunter, Shawn Metcalf, Molly Becker, Laura Adkins,
Grace Doyle, Nathan Leppo, DeHavilland McCall and Jessie Dent

CALL TO ORDER

Mr. Chuck Rector called the meeting to order at 9:19 am.

APPROVAL OF MINUTES FROM THE MAY MEETING

Mr. Mark Derrig made a motion to approve the minutes from the May meeting. Mr. Gary
Spring 2nd the motion. The minutes were unanimously approved.

SUB-COMMITTEE REPORTS

EEC Report | Jay Hunter

KPIs were reviewed and agenda items were discussed.

Customer Care Report | Jay Hunter

Employee engagement days focused on medication awareness, education and safety with a
representative from Summa Health.

Marketing Report | Molly Becker

KPIs and agenda items were reviewed.

Instagram within last year there's been more engagement. Posting more stories that is only
visible for 24 hours. Mr. Robert DeJournett has seen ads everywhere.

Free Fare Weekends started in June. We did our own advertising through social media and
purchased some through radio stations. Over 18k has watched our commercial.

Hiring Event Thursday, June 27th at Stark State Akron Campus, 1pm – 6pm.
Campaign ad reached over 24k. Over 800 clicks into METRO RTA website.
EEC has seen an increase in applications.
Contracted with I Heart Media will help play video on some streaming platforms.

RESOLUTIONS

OTHER BUSINESS

CALL FOR ADJOURNMENT

Adjourned at 9:37 am.



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

6 / 25 / 24
Date (MM/DD/YYYY)