



MARKETING COMMITTEE
MEETING AGENDA
Tuesday April 10, 2007
10:00 a.m. –10:30 a.m.

MTA Library, 130 Nestor Street (Enter off of Driftwood)
Nashville, TN

MTA Bus Routes 25 or 44 stop at the front door of the building where the meeting takes place.

THOSE IN ATTENDANCE

Tom Brashear	Wilson County
Jeff Baines	City of Lebanon
Hank Thompson	Sumner County
Roger Farley	RTA – Governor Appointee
George Coleman	TDOT
Allyson Shumate	RTA
Stevi Griffin	RTA
Bill Farquhar	RTA
Terry Bebout	TSG

Mr. Tom Brashear called the Marketing Committee to order at approximately 10:00 a.m. on April 10, 2007.

1. Public Comments

There were no comments from the public

2. Approval of March 13, Marketing Committee Minutes-Allyson Shumate

Mr. Tom Brashear requested a motion to approve the March 13, 2007 Marketing Committee Minutes. Tom Brashear motioned, Roger Farley seconded and the motion passed unanimously.

3. Change Order for On-Call support from Neel-Schaffer – Allyson Shumate

Ms. Shumate briefed the committee on this issue. The need for resources to assist in the interim until an Executive Director is hired will be met by this on-call support change order to the Neel-Schaffer contract. Mr. Jeff Baines motioned to approve the contract amendment for on call support services not to exceed \$25,000.00. Mr. Tom Brashear seconded and the motion passed unanimously.

Mr. Tom Brashear requested staff to prepare a Request for Proposal for the on-call engineering services for the next three years.

4. Amendment to MTA contracts for Music City Star advertising and on-line sales -Bill Farquhar

Mr. Bill Farquhar briefed the committee on this issue. Mr. Jeff Baines motioned to recommend the RTA Board amend the contracts as noted which would be for RTA to purchase the benches from the MTA for \$18,000.00. The MTA will provide online sales of 10 trip tickets for RTA at the rate of \$1 per transaction. Mr. Tom Brashear seconded and the motion passed unanimously.

5. Marketing Update – Allyson Shumate / Stevi Griffin

Ms. Allyson Shumate and Ms. Steve Griffin briefed the committee on the on-going marketing activities and the items that need to move forward. The committee requested staff to try to get the Tennessean to do a story on Representative Bone who is a regular rider of the train.

6. March Music City Star Ridership Report / Revenue Report – Bill Farquhar

Mr. Farquhar briefed the committee on the ridership for March and the first week of April.

7. Other Business

Mr. Tom Brashear thanked Mr. Bill Farquhar for his service to the RTA the past two years, stating that Mr. Farquhar had done exactly what he was hired to do by getting the train up and running.

The issue of Martha Station security was mentioned and Mr. Jeff Baines mentioned he had requested the police to step up the patrols in that area.

The crossing at Old Hickory Blvd was discussed and Mr. Farquhar stated the NERA Executive Committee was looking at providing funds for the surface improvements that are needed.

Mr. Tom Brashear motioned to adjourn the meeting a approximately 10:30 a.m. Mr. Jeff Baines seconded. The meeting was adjourned.