Tempe

Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
January 26, 2009

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, January 26, 2009 at 3:30 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

Members Present: Monica Allread, Judi Nelson, Pen Johnson, Edward Smith, David Strang

Members Absent: Lucy Logan, Amanda Ormond, Jayson Matthews, Catherine Mayorga, Steven Saiz, Jackie Terry

City Staff Present: Sue Taaffe

Agenda Item 1 – Public Appearances
There was no public comment.

Agenda Item 2 — Marketing Committee Chair Appointment
At the January 13 Transportation Commission meeting, David Strang was elected the new chair of the Public Involvement/Marketing Committee.

Agenda Item 3 — TV Concepts
Staff presented four TV concepts that focus on the environmentally-friendly aspects of the Tempe in Motion system. The 30-second spot will run on East Valley cable stations and will most likely begin airing in late March. Committee Consensus: The Committee selected the "Magic Man" TV concept.

Agenda Item 4 – Destination Tempe Recap
The Destination Tempe event took place on December 27, 2008. Judi Nelson and David Strang described their personal experiences at the event. Both had mostly positive comments. Staff received very few complaints.

Agenda Item 5 – Don Cassano Room Dedication
The Don Cassano Community Room dedication was held Friday, January 23. The event included a reception, dedication ceremony and facility tours. Approximately 150 people attended.

Agenda Item 6 – Next Meeting
The next meeting is scheduled for March 2, 2009 at 3:00 p.m. Future agenda items are to include:

- Magic Man TV Spot
- Youth Transit Pass Program Update

- 2009/10 Marketing/Public Involvement Budget
- Valley Metro/Metro Fare Increase Status
- Bike Month

Agenda Item 7 – Adjournment

David Strang adjourned the meeting at 4:21 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson