
Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
December 1, 2008

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, December 1, 2008 at 3:30 p.m. in the City of Tempe Transportation Center Bus Conference Room located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

Members Present: Amanda Ormond, Jayson Matthews, Judi Nelson, Pen Johnson, Jackie Terry

Members Absent: Monica Allread, Lucy Logan, David Strang

City Staff Present: Tanya Chavez

Guests Present: Pam Greene, Amy Rushia

Agenda Item 1 – Public Appearances

There was no public comment.

Agenda Item 2 — Light Rail Update & Transportation Center Grand Opening

Tanya Chavez updated the Committee on the plans for Tempe's grand opening, which will be held on Dec. 27 from 9:30 a.m. – 5 p.m. The event includes a green farmers market, green scene, and green street, how light rail was built booth and many other activities and entertainment.

Agenda Item 3 — Don Cassano Room Celebration

The Committee was informed that the Don Cassano Community Room dedication will be held separately from the Transportation Center Grand Opening. The Community Room dedication is set for Friday, January 23, 2008 from 5 – 7:30 p.m. The event will include a reception, dedication ceremony and facility tours. Invitations will be mailed by the end of the week.

Agenda Item 4 – 2009 Media Plan Update

Staff presented an update on the 2009 Tempe in Motion Media Plan which included the following media elements:

- Cable TV
- Print
- Street banners
- Gas Station Pump Top TV
- Web banners
- PPC (Pay Per Click)
- Social Marketing (Listen and React)
- Crazy Egg

Agenda Item 5 – 2008 Market Research Results

The Committee members reviewed the 2008 market research results during the Nov. 18 Commission Meeting. There were no further questions related to the survey.

Agenda Item 6 – Next Meeting

The next meeting is scheduled for Jan. 26, 2009 at 3:30 p.m.

Agenda Item 7 – Adjournment

Judi Nelson adjourned the meeting at 4:30 p.m.

Prepared by: Tanya Chavez

Reviewed by: Amanda Nelson