

**Atlanta-region Transit Link Authority**  
**Marketing & Communications Committee**  
**Minutes**

**April 16, 2019**

**COMMITTEE MEMBERS PRESENT**

Mark Toro, Committee Chair  
Andy Macke  
Teddy Russell  
Chuck Warbington  
Felicia Franklin Warner

**OTHER MEMBERS PRESENT**

Marsha Anderson Bomar  
Tom Weyandt

**CALL TO ORDER**

Marketing and Communications Committee Chair, Mark Toro, called the meeting to order at 8:07 am.

**APPROVAL OF THE AGENDA**

Committee Chair, Mark Toro called for a motion to approve the agenda. Ms. Warner made the motion and Mr. Warbington seconded the motion. The Committee unanimously approved the agenda.

**ATL WEBSITE UPDATE**

Mason Brown on the web team with Jackson Spalding, gave the Committee an overview on the new ATL website that is currently live.

**COMMUNICATIONS UPDATE**

Ericka Davis and Scheree Rawles gave the Committee an update on the marketing and communications efforts for the ATL for the third quarter (December thru April). There was discussion on cobranding vs full branding, the differences and the impact that each would have to the public as far as recognizing the ATL brand.

**ADJOURNMENT**

Mr. Toro called for a motion to adjourn the meeting. Ms. Warner moved and Mr. Russell seconded the motion. The meeting adjourned at 9:22 am.

**APPROVED:**

DocuSigned by:

*Mark Toro*

D51593DFBD3D435...

**Mark Toro, Committee Chair**

**APPROVED AS TO FORM:**

DocuSigned by:

*Merryl Mandus*

32B680DD61344C8...

**Merryl Mandus, General Counsel**

**ATTEST:**

DocuSigned by:

*Jamie Harris*

10DDBEBE56514F6...

**Jamie Harris, Board Secretary**

**DATE MINUTES APPROVED:**

November 5, 2020

---