Atlanta-region Transit Link Authority 
(Virtual Meeting)

Marketing and Communications Committee 
Meeting Minutes 

November 5, 2020

COMMITTEE MEMBERS PRESENT
Mark Toro, Committee Chair
Andy Macke
Teddy Russell
Charlie Sutlive
Todd Ver Steeg
Chuck Warbington
Felicia Franklin Warner

OTHER BOARD MEMBERS PRESENT
Steve Dickerson
Russell McMurry
Charlotte Nash
Paul Radford
Charlie Sutlive
Tom Weyandt

CALL TO ORDER

Committee Chair, Mark Toro, called the meeting to order at 9:02 a.m. Jamie Harris, Board Secretary, did a roll call and a quorum was confirmed.

APPROVAL OF THE APRIL 6, 2019 MEETING MINUTES

The Committee Chair called for a motion to approve the minutes from April 6, 2019. Mr. Macke made the motion to approve, and Ms. Warner seconded the motion. The minutes were unanimously approved.

APPROVAL OF THE COMMITTEE AGENDA

The Committee Chair called for a motion to approve the agenda for today’s meeting. Mr. Weyandt made the motion to approve, and Mr. Dickerson seconded the motion. The agenda was unanimously approved.

ATL REGIONAL BRANDING UPDATE

Ericka Davis briefed the Committee on the following:
- An overview on House Bill 930 ATL branding history
- A review of the new ATL branding requirements set forth in House Bill 511 that requires all transit operators in the ATL’s jurisdiction to use and display the ATL logo by January 2023
- A review of the ATL’s current Co-branding approach which has been adopted by MARTA and Xpress; and,
- An overview of potential branding architecture and frameworks that the region could take as it determines how to implement the new requirements set forth in House Bill 511.
Lastly, Ms. Davis set forth a strategy to engage our regional partners in the branding decision-making process over the course of calendar year 2021.

ADJOURNMENT

The meeting adjourned at 9:22 a.m.

APPROVED:

Mark Toro

Mark Toro, Committee Chair

APPROVED AS TO FORM:

Merryl Mandus

Merryl Mandus, Chief Legal Counsel

ATTEST:

Kimberly Johnson

Kimberly Johnson, Board Secretary

DATE MINUTES APPROVED:

March 4, 2021