

**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:**

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*Mark Toro*  
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**Mark Toro, Committee Chair**

**APPROVED AS TO FORM:**

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*Merryl Mandus*  
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**Merryl Mandus, Chief Legal Counsel**

**ATTEST:**

DocuSigned by:  
*Kimberly Johnson*  
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**Kimberly Johnson, Board Secretary**

**DATE MINUTES APPROVED:**

March 4, 2021