

**Atlanta-region Transit Link Authority
(Virtual Meeting)**

**Marketing and Communications
Committee Meeting Minutes**

March 4, 2021

COMMITTEE MEMBERS PRESENT

Mark Toro, Committee Chair
Andy Macke
Charlie Sutlive
Todd Ver Steeg
Chuck
Warbington
Felicia Franklin

OTHER BOARD MEMBERS PRESENT

Steve
Dickerson
Howard Mosby
Charlotte Nash
Paul Radford
Tom Weyandt

CALL TO ORDER

Mark Toro, Committee Chair, called the meeting to order at 9:53 a.m. Kimberly Johnson, Board Secretary, executed the roll call and a quorum was confirmed.

APPROVAL OF THE NOVEMBER 5, 2020 MEETING MINUTES

The Committee Chair called for a motion to approve the minutes from November 5, 2020. Ms. Franklin made the motion to approve, and Mr. Warbington 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. Ms. Franklin made the motion to approve, and Mr. Warbington seconded the motion. The minutes were unanimously approved.

ATL REGIONAL BRANDING ARCHITECTURE UPDATE

Ericka Davis briefly discussed the strategy for the coordination and implementation of the ATL as the regional brand of the collective transit network. The adoption of the brand should be completed by 2022 and rolled out by the 2023 legislative deadline.

Ryan Ellis with AECOM provided an update on the branding strategy and displayed the organizational chart of the consultant team. Mr. Ellis discussed the Phase 1 engagement that will include the ATL Board members. The project timeline consists of a presentation to the Marketing and Communications Committee in November and the full Board consideration in December 2021.

CDC/TSA MASK MANDATE EDUCATION AND AWARENESS

Ericka Davis reported on the CDC/TSA Mask Mandate timeline requiring masks for all travelers while on public transportation. Ms. Davis emphasized the short amount of time to inform and engage transit customers about the mask requirement. The Mask Up 2 Board Up campaign was developed and circulated via social media, agency websites and news releases. In conclusion, Ms. Davis discussed the measure of the campaign success would be the compliance of customers to heed the mask mandate.

ADJOURNMENT

The meeting adjourned at 10:19 a.m.

APPROVED:

DocuSigned by:
Mark Toro

Mark Toro, Committee Chair

APPROVED AS TO FORM:

DocuSigned by:
Merryl Mandus

Merryl Mandus, Chief Legal Counsel

ATTEST:

DocuSigned by:
Kimberly Johnson

Kimberly Johnson, Board Secretary

DATE MINUTES APPROVED:

January 6, 2022
