



**Marketing & Communications Committee Meeting**  
**Tuesday, April 25, 2017**  
**9:30AM – 10:30AM**

Items to Discuss:

- **Mission Statement**

Marketing & Communications Committee: Dedicated to assisting and enabling members to understand and pursue effective public relations and marketing practices for the benefit of their individual properties and the association as a whole. Provides feedback and insight into the needs for PPTA marketing activities. Works in conjunction with other PPTA committees to increase public awareness of the association and the PPTA mission.

- **PennDOT Service Survey**

- **Feedback from Mid Mon Valley Transit Auth.**
- **Others?**

- **Ecolane Launch**

- **Feedback from COLTS**
- **Others?**

- **National Dump the Pump Day: June 17th**

- **12<sup>th</sup> Annual event this year**
- **APTA – online toolkit is available!**

- **Outreach: building relationships with your community/legislative partners**

- **Feedback from Luzerne County Transportation Authority**

- **Upcoming Projects/Open Discussion from the group**

- **Conference Topics Ideas??**