

**Transportation Coordinating Committee Meeting
Marketing and Outreach Sub Committee**



Tuesday April 29, 2014

9:00 AM

Health Department Conference Room

3328 US Highway 51 North

Janesville, WI

Minutes

Members Present: Chair Svingen, Ryan Schomber, Rebecca Smith (alternate for Dave Mumma)

Others in attendance: None

Call to order:

Chair Svingen called the meeting to order at 9:05 am

Approval of Agenda:

Agenda approved as presented

Introduction of Members:

Members introduced themselves

Subcommittee expectations:

Chair Svingen provided the committee with an overview of committee expectations including that action items to be addressed should be grounded in the approved 2013 Rock County Public Transit-Human Services Coordinated Transportation Plan and that community partnerships with the committee are encouraged.

Review Coordinated planning action items to be addressed:

Chair Svingen walked through the action items in the Coordinated Plan that this subcommittee will be working on over the next few months. Specifically this subcommittee will be working on action items identified under Goal 1. The Committee began discussion on specific action items 1.1.2 and 1.1.4.

Next steps:

Chair Svingen will provide a compilation of municipal and county events and the Committee will analyze the most parsimonious events for future outreach efforts.

Committee members will brainstorm additional agency level community events and seek potential partnerships.

Future Meeting Dates:

6/11/14

Adjournment:

Meeting adjourned at 10:20 AM

Contact Justin Svingen, Mobility Manager, Rock County Council on Aging @ (608) 757-5408 or Svingen@co.rock.wi.us