 MINUTES

COMMUNICATIONS COMMITTEE MEETING

**tHURSDAY, March 4, 2021, Noon – 1 pm**

On Line Meeting

Present Theresa Pollick, Meg Adams, Scott Carpenter, Sheri Bokros, Phil Rudolph, Bill Sandford, Patrice James

Absent Mark North, Holly Kemler

Staff Mary Pat McCarthy, Mike Tippett, Gilda Mitchell

**Welcome/Call to Order.** Theresa Pollick called the meeting to order at 12:05 pm. Attendees added their names to the chat box and notes were taken to confirm attendance. Scott Carpenter joined at 12:15 pm.

**ACTIONS**

Approval of the minutes of the January 7, 2021 meeting. Sheri Bokros moved to approve the minutes, Meg Adams seconded. There were no objections and the minutes were approve. Mary Pat note that she would correct the spelling of Sheri’s name in the minutes.

Annual Work Program. Mary Pat and Mike presented the annual work program of the Communications Department. There was discussion about the social media section but no material changes. Theresa Pollick moved to approval the Annual Work Program for fiscal year 2022, Sheri Bokros seconded. There were no objections and the program was approved.

**DISCUSSION**

The discussion about social media included a report from Mike on TMACOG’s followers on Twitter, FaceBook, YouTube, and Instragram. He included a review of what our sister agencies in Ohio and Michigan do. This was followed by a discussion about how committee members use LinkedIn. There was a wide range of use from nearly daily by Patrice James, Phil Rudolph, and Sheri Bokros, to infrequently. The best uses according to the committee are to promote services, recognize employees and partners for accomplishments, announce awards, and tag clients. As a free resource, the committee advised that TMACOG put more emphasis on LinkedIn. It was also recommended that TMACOG establish its presence as a page, not as part of a group.

Bike Month will be a virtual event but we are still going to promote cycling for transportation. There was discussion about how to use the existing videos. Theresa Pollick suggested researching opportunities to roll video before streaming news stories. Our videos would need to be edited to :15 or :30-second messages for this to work. Research “over the top” application. We talked about how to organize a bike log or bike ride mapping program. Scott Carpenter suggested that TMACOG could partner with Bike Your Park Day, a program with Adventure Cycling.

Ozone Action Season. We are looking for options for in-house videos. The committee recommended getting in touch with Carl Nelson or Jeff Stevenson at COSI for help with fun sciency videos about air quality.

Gohio Commute is a new responsibility of the Communications Department. This program encourages ride sharing and other forms of pollution reduction transportation modes. Because people are unlike to want to ride share anytime soon, our focus will be more on TARTA and cycling as a form of transportation. We talked about TMACOG promoting Bus to the Museum, or Bus to the Zoo. We talked about Last Mile problem where buses don’t come to your door but a bicycle could close the gap.

Theresa Pollick had to leave for another meeting at 12:36 pm.

Mary Pat reported on a few items from the last meeting.

* The interviews with the Blade resulted in one story on the Agenda for Lake Erie and a possible story on the Transportation Legislative Agenda. There was some controversy on the AFLE story but it created a productive conversation.
* Remote meetings with votes are legal only through July 1. We will have to vote in person after that unless the law is changed.

The May meeting has been held at the Mud Hens booth for many years, we hope to be able to do that this year depending on vaccinations and policies.

The meeting was adjourned at 1 p.m.

**2021 meetings**

**May 6 | July 8 | September 2 | November 4**