



**PLANNING AND MARKETING COMMITTEE APPROVED MINUTES**

**Meeting**  
of the  
**PLANNING AND MARKETING COMMITTEE**  
of the  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
A Public Agency  
**Monday, January 7, 2019**  
**2:30 PM**  
**John G. Britton Auditorium**  
550 Olive Street, Santa Barbara, CA 93101

- 1. CALL TO ORDER**  
Committee Chair Chuck McQuary called the meeting to order at 2:31 PM.
- 2. ROLL CALL OF THE COMMITTEE MEMBERS**  
Committee Chair McQuary reported that all committee members were present.
- 3. REPORT REGARDING POSTING OF AGENDA**  
Christina Perry, Administrative Assistant Lead, reported that the agenda was posted on Thursday, January 3, 2019 at MTD's Administrative Office, emailed and mailed to those on the agenda list, and posted on MTD's website.
- 4. APPROVAL OF PRIOR MINUTES - (ATTACHMENT - ACTION MAY BE TAKEN)**  
The Committee was asked to waive the reading of, and approve the draft minutes for, the meeting of December 4, 2018.  
  
Director Dave Davis moved to approve the prior minutes; Director Bill Shelor seconded the motion. The motion passed unanimously.
- 5. PUBLIC COMMENT**  
No public comments were made.
- 6. DOWNTOWN SHUTTLE FUNK ZONE ROUTING - (ATTACHMENT - ACTION MAY BE TAKEN)**  
Interim Planning and Marketing Manager Hillary Blackerby reviewed the newly proposed Downtown Shuttle Funk Zone routing, answered questions, and recommended that the Committee forward the route proposal to the Board of Directors for consideration.  
  
Director Davis moved to forward the plan to the Board of Directors; Director Shelor seconded the motion. The motion passed unanimously.
- 7. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**  
Director Shelor recommended that MTD participate in community discussions regarding shared mobility options, such as bikes and scooters. Staff and Committee members also discussed BYD electric shuttles, UCSB enrollment, and SB1 Gas Tax Funds.

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**8. ADJOURNMENT**

Director Shelor moved to adjourn the committee meeting at 3:30 PM. Director Davis seconded the motion. The motion passed unanimously.