



**PLANNING AND MARKETING COMMITTEE APPROVED MINUTES**

**Meeting  
of the  
PLANNING AND MARKETING COMMITTEE  
of the  
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT  
A Public Agency  
Tuesday, March 12, 2019  
10:00 AM  
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 10:00 AM.

**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 March 8, 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 February 11, 2019.

Committee Member Dave Davis moved to approve the minutes. Committee Member Bill Shelor seconded the motion. The motion passed unanimously.

**5. PUBLIC COMMENT**

Howard Green requested information regarding MTD's 50<sup>th</sup> anniversary celebration plans, expressed concern about flooding on Chapala Street, and suggested that MTD's BusTracker system include real-time GPS and stop information.

**6. DRAFT AUGUST 2019 SERVICE PLAN UPDATE - (ACTION MAY BE TAKEN)**

Hillary Blackerby, Interim Planning and Marketing Manager, presented an update on the Draft August 2019 Service Plan and requested approval from the Committee to forward the plan to the full Board for consideration.

Mr. Green voiced objections to several stop eliminations, complimented staff for improving the performance of Line 15x, and requested public notice well in advance of any stop changes.

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Lee Moldaver congratulated Ms. Blackerby and the Planning team for their research prior to making Service Plan updates. He expressed support for changes to Express Lines 12x and 24x and asked questions regarding specific stop changes.

Committee Member Davis moved to forward the Draft August 2019 Service Plan to the full Board for consideration. Committee Member Shelor seconded the motion. The motion passed unanimously.

**7. OTHER BUSINESS AND REPORTS - (ACTION MAY BE TAKEN)**

No other business was discussed.

**8. ADJOURNMENT**

Committee Member Davis moved to adjourn the meeting. Committee Member Shelor seconded the motion. The motion passed unanimously and the meeting was adjourned 11:02 AM.