



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

POLICY COMMITTEE MEETING
SEPTEMBER 6, 2022

MINUTES

PRESENT: Katie Hunt-Thomas, Valerie Fatica, Laura Koprowski, Susan Gettum

Ms. Hunt-Thomas called the meeting to order at 4:10 p.m.

Review Proposed Updates to the Advertising Policy

Ms. Gettum reviewed the proposed changes to the Advertising Policy. It is necessary to have an approved policy in place when in the future TARTA seeks to offer advertising on/in vehicles and other TARTA amenities such as bus shelters. The changes include updating titles throughout the policy, as well as changes in the Introduction, Advertising Guidelines, and effective date.

Discussion followed regarding advertising campaigns from competitors and political issues.

TARTA General Counsel Joan Rife will take a closer look at the document to ensure there are no legal consequences. The final version will be brought to the full Board for approval at the October meeting and will then be posted on the TARTA website.

State Government Relations Update

Ms. Koprowski reported that TARTA's government affairs consultant Matt Carle has been meeting with the House and Senate leadership and Governor DeWine's Head of Policy, to begin laying the groundwork for the state transportation bill. When the legislators return this fall, they will have approximately \$4 - 5 billion in COVID relief funds to make decisions on, most of which will likely go to education.

An event will be held in Columbus in November following the election to thank state leaders that supported TARTA's efforts to pass Issue 12. CHW Advisors will host the event at their offices. The board will receive an invitation once the date has been set.

Ms. Koprowski and Director of External Affairs & Communications Sam Melden will be in Washington, D.C. later this month to meet with congressional members and their staff, the American Public Transportation Association, FTA and others to tell TARTA's story and discuss grant opportunities.

There was no other business to discuss, and the meeting adjourned at 4:30 p.m.