

Marketing Committee
Meeting Minutes
June 18, 2008

Present: Mike Goddard, Miles Morrison, Alvin Valdez, and Suzie Wright.

Absent: Jillian Rubino and Rachel Kammerrer

Guests: None

Proceedings:

The meeting was called to order at 5:15 pm by Miles Morrison.

Old Business:

Orientation Alvin spoke with Orientation representatives, who expressed that distributing information was previously brought up and ruled as unnecessary for summer orientation. Alvin will instead talk to ResLife

Infoposts are a product manufactured by Daytech, Inc., and used at most UTS bus stops. The company and its product are still in existence, with contact information available through a website www.daytechmfg.com.

Sample Stop Designs Members of the committee were to put together sample designs for infoposts to include stop name, stop GPS ID number, routes serviced, service schedules, and other pertinent information. Pros and cons were discussed with the decision being made to move forward with Miles' design while still utilizing other aspects from other designs.

New Business:

Table Tents/TVs All three dining halls on grounds provide opportunities for publicizing information. Table tents that include various information and advertisements for students are changed weekly (or on some regular basis), and TV monitors are present in both the Newcomb and O'Hill dining halls. Suzie will look into how to get UTS information into both the table tents and TV monitors, including any possible costs and the appropriate contact information, as well as deadlines and constraints for submitting information.

ResLife Continuing the examination of information distribution to First Year students, Alvin will look into providing Resident Staff members with information that can then be distributed to First Years (and other On Grounds residents). This can also include inquiries into presentations for residents as part of hall activities and the like.

Infoposts Each individual on the committee will be responsible for assessing the status of our various Infoposts while driving their scheduled routes until the next meeting. Information reported should include stop-by-stop results of presence/absence of infopost and any present damage. Suzie is responsible for stops on SHS, while Miles is responsible for the Green route, and Alvin or Miles will make notes on Blue/Orange stops. The compiled information will be utilized in furthering decisions about advertising information at bus stops.

Sign Design Miles will rework the individual route description aspect of the sign design in order to make information more streamlined and easier to understand by the customer.

The meeting concluded at 5:55 pm

Minutes prepared by Suzie Wright
Minutes approved by Miles Morrison