

Marketing Committee
Meeting Minutes
June 25, 2008

Present: Mike Goddard, Miles Morrison, Jillian Rubino, Alvin Valdrez, and Suzie Wright.

Absent: Rachel Kammerrer

Guests: None

Proceedings:

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

Old Business:

Resident Life Alvin acquired two different contacts for ResLife but held off on any in depth conversation until decisions were made for what we want to do.

Infoposts Each individual did inventory of the current routes to assess the accurate number of current Infoposts. The resulting inventory was approximately 30, with 3 located on SHS, 11 on Blue, 5 on Orange, and 3-4 on Green.

Table Tents/Hoo View Suzie spoke with Liz Thompson for UVa Dining in regards to Table Tents and the info screens in OHill. While table tents will not start back up until the fall, the screens in OHill are running yearround, and after submission of a slide (powerpoint is acceptable format), the implementation should be in about 2 business days. HooView refers to TV info screens in Newcomb, Thorton Hall, and Clemons. Normal submission is done through uvawire.com, but as this site is down contact was made with Chris Husser who is accepting all submissions in the meantime.

Sample Notice On his own accord, Alvin created sample notices advertising the Northline and U-Loop routes with aims of introducing them to riders before they come into effect.

New Business:

Route Change Notice Each member of the Marketing Committee will come prepared with a sample notice to fit in Infoposts that lets passengers know of the coming route changes. These inserts can also be reworked to go on buses, with hopes of printing and placement of both in the following week. These can then translate into submissions for TV info screens.

Resident Life Alvin will speak with his two contacts, expressing our interest in having Resident Staff members distribute pamphlets, and also mentioning our desire to provide a short presentation to on-grounds residents.

Infopost Analysis Miles will analyze the results from the inventory to decide where the posts should best be utilized in regard to the new routes, so that they are utilized to optimum efficiency.

Mailing List Marketing committee now has an email list – utsmarketing@virginia.edu

The meeting concluded at 5:50 pm

Minutes prepared by Suzie Wright
Minutes approved by Miles Morrison