



UTS Public Relations Committee Meeting Minutes

**May 24,
2010**

Committee Chair Michael Vitale called the first meeting for the Summer 2010 Public Relations Committee to order at 20:30.

Mr. Vitale welcomed the new members to PRC.

Unanimously, Loucas Lamkin was appointed as secretary.

During the meeting, Mr. Vitale outlined projects for PRC to achieve. Projects include:

- Informative letters containing pertinent information regarding UTS routes and schedules to first years.
- Designing and producing pocket schedules.
- Implementing and utilizing the “text & tell” program as a method for passengers to provide feedback.
- Organizing a passenger appreciation day.

Mr. Vitale asked PRC members to choose a date to conduct a passenger survey to analyze and evaluate the effectiveness of changed destination signs.

The PRC was asked to analyze and provide feedback on the current PR ride along form in an effort to make public relations ride alongs more effective.

In addition, Mr. Vitale discussed implementing repercussions for individuals who fail more than one ride along. The plan consists of lowering the averaged threshold for Driver Performance Memos when a driver receives a secondary complaint.

PRC will host weekly meetings. Meeting times are subject to change based on member availability.

Mr. Vitale adjourned the meeting at 21:03.