



## **PLANNING & EXTERNAL RELATIONS COMMITTEE MEETING**

Metropolitan Atlanta Rapid Transit Authority

March 28, 2019

### **MEETING SUMMARY**

The Board of Directors Planning & External Relations Committee met on March 28, 2019 at 9:38 a.m. in the Board Room on the 6<sup>th</sup> Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

#### **Board Members Present**

Robert L. Ashe, III, Chair  
Robert F. Dallas  
Frederick L. Daniels, Jr.  
Jim Durrett  
Roderick E. Edmond  
William 'Bill' Floyd  
Ryan C. Glover  
Jerry Griffin  
Freda B. Hardage  
John "Al" Pond  
Christopher S. Tomlinson  
Thomas W. Worthy

#### **1. Approval of the February 28, 2019 Planning and External Relations Committee Meeting Minutes**

On motion by Mr. Pond seconded by Mr. Durrett, the minutes were unanimously approved by a vote of 8 to 0, with 9\* members present.

#### **2. Briefing – Super Bowl Marketing Campaign Recap**

Mrs. Jinadu-Wright provided a brief overview and metrics of MARTA's Super Bowl LII Marketing Campaign.

#### **3. Briefing – DeKalb Transit Master Plan**

Mr. Hobbs presented an update of the DeKalb Transit Master Plan.

\*Christopher Tomlinson is Executive Director of Georgia Regional Transportation Authority (GRTA) and is therefore a non-voting member of the MARTA Board of Directors.

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### 4. **Resolution – Authorizing the Solicitation of Proposals for the Procurement of a MARTA CPMO Consulting Supplemental Services**

On motion by Mr. Durrett seconded by Ms. Hardage, the resolution was unanimously approved by a vote of 11 to 0, with 12\* members present.

### 5. **Briefing – Sales Partnership Program YTD Results**

Mrs. Jinadu-Wright presented an update on MARTA's YTD sales partnership program.

### 6. **Other Matters**

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The meeting adjourned at 10:54 a.m.