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**Minutes  
City of Tempe Transportation Commission  
Public Involvement/Marketing Committee  
December 1, 2008**

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Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, December 1, 2008 at 3:30 p.m. in the City of Tempe Transportation Center Bus Conference Room located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

**Members Present:** Amanda Ormond, Jayson Matthews, Judi Nelson, Pen Johnson, Jackie Terry

**Members Absent:** Monica Allread, Lucy Logan, David Strang

**City Staff Present:** Tanya Chavez

**Guests Present:** Pam Greene, Amy Rushia

**Agenda Item 1 – Public Appearances**

There was no public comment.

**Agenda Item 2 — Light Rail Update & Transportation Center Grand Opening**

Tanya Chavez updated the Committee on the plans for Tempe's grand opening, which will be held on Dec. 27 from 9:30 a.m. – 5 p.m. The event includes a green farmers market, green scene, and green street, how light rail was built booth and many other activities and entertainment.

**Agenda Item 3 — Don Cassano Room Celebration**

The Committee was informed that the Don Cassano Community Room dedication will be held separately from the Transportation Center Grand Opening. The Community Room dedication is set for Friday, January 23, 2008 from 5 – 7:30 p.m. The event will include a reception, dedication ceremony and facility tours. Invitations will be mailed by the end of the week.

**Agenda Item 4 – 2009 Media Plan Update**

Staff presented an update on the 2009 Tempe in Motion Media Plan which included the following media elements:

- Cable TV
- Print
- Street banners
- Gas Station Pump Top TV
- Web banners
- PPC (Pay Per Click)
- Social Marketing (Listen and React)
- Crazy Egg

**Agenda Item 5 – 2008 Market Research Results**

The Committee members reviewed the 2008 market research results during the Nov. 18 Commission Meeting. There were no further questions related to the survey.

**Agenda Item 6 – Next Meeting**

The next meeting is scheduled for Jan. 26, 2009 at 3:30 p.m.

**Agenda Item 7 – Adjournment**

Judi Nelson adjourned the meeting at 4:30 p.m.

Prepared by: Tanya Chavez

Reviewed by: Amanda Nelson