

**BAYFIELD COUNTY DEPARTMENT OF HUMAN SERVICES  
TRANSPORTATION COORDINATING COMMITTEE  
MICROSOFT TEAMS MEETING**

**11/09/2021  
3-4 PM**

Approved at the 12/8/2021 TCC Meeting
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**Committee Members Excused:**

**Committee Members Present:** Beth Probst, Jeff Benton, Mary Dougherty, Perri Campbell-Shuga, Jeremy Oswald, Carrie Linder

**Committee Member Absent:** Carla Becker

**Staff Present:** Jenise Swartley

**Other Present:** Pat Daoust, Sherri Nutt

**1. Call to Order and Introductions**

Mary Dougherty called the meeting to order at 3:01 PM.

**2. Discussion and Possible Action –** Review of the October 12, 2021, Meeting Minutes  
Motion by Beth, seconded Jeremy, motion passed.

**3. Develop marketing plan**

**Mailings**

Committee members reviewed a quote from ProPrint. The quote is for printing and the mailing list but does not include the cost of postage. Committee decided against a EDDM because of the extra efforts of counting and bundling. ProPrint will take care of the mailing. We have mailing lists from both Heart Graphics (6,000ish) and ProPrint (5500ish). Why are the numbers different? Which one do we go with? Should we include addresses with a 54806-zip code? With 54806 addresses, the count is closer to 9000. This is a new program, so it is probably best to include 54806. There is no harm with sending more than necessary—we have the budget for it. Carrie and Pat will decide on printing, costs, etc.

**Postcard Design**

Committee members discussed naming the program. Bayco Door2Door – BART Van Service. The postcard should be 5 x 7. Key information and logos on the back. Description of service, phone number, and how to arrange service, hours of operation, and cost should all be included. Sherri and Pat will type up the information for the back. The postcard can be used to get the first trip (one-way) free with an expiration date of 2/28. One use per person. Need to double check the margins before print and send it to the company ahead of time to ensure nothing gets cutoff when printing it. Jenise will design the card as well as social media posts and a flyer. Committee members will communicate via email to edit the designs.

**Timing**

Committee members discussed when to sending out the mailing. Holiday season already has a lot of mail and closer to start date might be better. Heart Graphics takes 5 or so weeks, and ProPrint takes 2 to 3 days. Target for the postcards arriving between Christmas and New Year's. Ideally, it will be dropped in the mail on Dec. 24<sup>th</sup>. Final card needs to be ready by December 3<sup>rd</sup>. The publishing dates for Bottomline News are Jan. 12 & Feb 9<sup>th</sup>. Will also submit something to ADP, RedCliff Newsletter, Evergreen Ads, and Iron River Connection.

#### Other Outreach

It works well to reach out to the town clerks to get it out on their social medias and share it with people as they interact with them. Need to design a social media post and flyers for churches, libraries, etc. Sherri (BART Mobility Manager) can go out in the community to educate people about this service and hang the flyers up. Postcards for meals on wheels & local food pantries—maybe add magnets to them. Jenise and Mary will look into magnet costs.

#### Next Step

Continue developing a marketing plan at next meeting, including how each transportation option in the county is marketed.

#### **Future Meeting Date**

December 8<sup>th</sup> 3-4 PM

#### **Adjournment**

*Motion by Beth, second by Jeremy to adjourn at 4:13 PM, motion carried.*

Minutes respectfully submitted by Jenise Swartley.