



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, NOVEMBER 16, 2023

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 11:27 A.M.

Board Members

Present:

Al Pond
James Durrett
Roderick Frierson
Rita Scott
William Floyd
Valencia Williamson
Sagirah Jones

Board Members

Absent:

Freda Hardage
Kathryn Powers
Stacy Blakley
Thomas Worthy
Jennifer Ide
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Carrie Rocha
Kevin Hurley
Peter Andrews
Ralph McKinney
Rhonda Allen
Michael Kreher
George Wright
Carrie Rocha

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Chinnette Cannida, Katherine Dirga, Stephany Fisher, Kenya Hammond, Tyrene Huff and Jennifer Larosa

2. APPROVAL OF THE MINUTES

Approval of the July 27, 2023 External Relations Committee Minutes.

Approval of the July 27, 2023, External Relations Committee Minutes. On a motion by Board Member Pond, seconded by Board Member Durrett, the motion passed by a vote of 7 to 0 with 7 members present.

3. BRIEFING

Briefing - MARTA 2024 Legislative Agenda

Jennifer Larosa, Senior Director Government and Community Affairs provided the committee with an update on local elections and the State Legislative Agenda.

Briefing - Artbound 2023 Update

Katherine Dirga, Director Arts in Transit, presented a recap of Artbound's 2023 projects and programs.

Briefing - Media Impressions July - October 2023

Stephany Fisher, Senior Director Communication, gave the committee an overview of MARTA's media impressions for July - October 2023.

Briefing - Take MARTA to the Airport Marketing Campaign

Chinnette Cannida, Director Marketing and Sales, provided an overview of the Take MARTA to the Airport Marketing campaign during the airport south economy lot closure.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:17 P.M.