



Strategy Committee Meeting Minutes
Monday, September 10, 2018 at 8:30am, GMT Board Room
15 Industrial Parkway, Burlington

Present:

Commissioner Buermann (Chair)
Commissioner Pouech (phone)
Commissioner Spencer

Mark A. Sousa, General Manager
Jamie Cram, Marketing and Public Affairs
Manager
Matthew Young, Admin Support Specialist

Meeting started 8:36 am

1. Adjustment of the Agenda – Commissioner Buermann added Marketing and Public Affairs update after strategic goals #4.
2. Public Comment- None
3. Approval of June 2018 Meeting Minutes – A motion was made to approve the June 2018 minutes as presented by Commissioner Pouech, seconded by Commissioner Buermann, Commissioner Spencer abstained from vote, all others were in favor and the minutes were approved.
4. Strategic Goals- The Committee discussed the new format of the Strategic Goals and Commissioner Spencer suggested changing the name of the document to corollate with the current fiscal year. There was discussion on the Strategic Goal and some grammatical changes were made to the document. Changes were made to goals # 3 and #4.
5. Marketing Plan – Mrs. Smith reviewed the Marketing and Public affairs plan with the Committee. Mrs. Smith informed the committee that in the past the Marketing plan has been very reactive and she is now using a more proactive approach. One of the main focuses of her plan is increasing public awareness and engaging the local communities. There was discussion on the plan.

Commissioner Spencer would like to include AVL and GMTs commitment to the public in the updated plan.
6. Dedicated Funding Source- Mr. Sousa informed the committee that in his opinion with the Nextgen study completed, this is perfect opportunity to try to get additional funding. Commission Spencer would like the Committee to review this collectively and assess what resources GMT has for this process.



7. Next meeting date and location - Next Strategy Committee meeting is Monday October 8th, 2018 at 8:30 AM at 15 Industrial Parkway Burlington

8. Adjourn- Commissioner Pouch made a motion to adjourn, Commissioner Spencer Seconded the motion. All were in favor the meeting adjourned at 9:34 am.