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**Strategy Committee Meeting Minutes**  
**April 11, 2022 | 8:30AM**  
**101 Queen City Road, Burlington VT 05401**  
**Meeting held virtually via Zoom Meetings**

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*The mission of GMT is to promote and operate safe, convenient, accessible, innovative, and sustainable public transportation services in northwest and central Vermont that reduce congestion and pollution, encourage transit-oriented development, and enhance the quality of life for all.*

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**Present:**

- Commissioner Bob Buermann, Grand Isle County
- Commissioner Phil Pouech, Hinesburg
- Commissioner Tom Derenthal, Burlington
- Commissioner Marcie Gallagher, Burlington
- Jamie Smith, Director of Marketing and Planning
- Nick Foss, Director of Finance

**Open Meeting**

Chair Buermann opened the meeting 8:32AM.

**Adjustment to the Agenda**

None

**Public Comment**

None

**Approval of Committee Minutes**

Commissioner Pouech made a motion to approve the minutes, Commissioner Derenthal seconded. All were in favor and the motion carried.

**On-bus advertising to promote GMT services**

Director Smith reviewed the internal procedures surrounding on-bus advertising, for clients and as self-promotion. Director Smith asked Commissioners to please share a list of local activities that occur in their communities and GMT would try to promote those events on-board.

**Ideas for Fare Free Days**

Commissioner Derenthal asked about fare free transit days in the event that GMT resumes fares in FY23. Director Smith discussed previous fare free days, when they occurred and the benefits and drawbacks.



44 **Review of Strategic Plan and Strategy Committee focus**

45 Director Smith started an overview of the Board approved Strategic goals. The  
46 Committee agreed that holding accountable to the goals would be easier if there  
47 was a method to do so. Director Smith proposed that in future meetings, staff would  
48 add an agenda item to review one or two strategic goals, and next month the staff  
49 would propose a benchmarking process.

50

51 **Commissioner Items**

52 None

53

54 **Adjourn**

55 Commissioner Pouech made a motion to adjourn, Commissioner Derenthal  
56 seconded. All were in favor and the meeting adjourned at 9:20AM.