

**American Public Transportation Association
Business Member Programs Committee Meeting
Wednesday, January 25, 2017 – 7am
Sea Salon, Opal Sands, Clearwater, FL**

AGENDA

1. Introductions – ***Raquel Olivier***
2. Meeting Notes from September 11, 2016 Meeting ***Attachment 1***
3. Selection of Programs Committee Vice Chair
4. Conference Program Sessions
 - 2017 Bus Conference theme selection for speaker
 - 2017 Rail Conference theme selection for speaker
 - Seek Topics and Volunteers to Plan Bus and Rail topics/abstracts submitted – Raquel reviewed abstracts, submitted 12/15/2016
 - Seek Topics and Volunteers to Plan Rail topics/abstracts submitted – Mark Magaldi to participate in abstract selection, submitted 1/9/2017
 - Complimentary registration raffle
 - Business member presence at 2017 EXPO discussion
 - Business Member booth
 - International reception discussion
 - Small business reception discussion
 - Member exhibitors or non-member exhibitors' reception discussion
5. Committee Work Report ***Attachment 2***
 - Discussion
6. New Business
7. Adjourn

2017 Business Member Board of Governors Meetings:

1. Legislative Conference, Sunday, March 12, Washington, DC
2. Bus & Paratransit Conference, Sunday, May 7, Reno, NV
3. APTA Annual Conference & EXPO, Sunday, October 8, Atlanta, GA

All Business members are invited to attend and participate in BMBG meetings

Business Member Programs Committee

September 11, 2016

Minutes

Raquel Olivier called the meeting to order.

The meeting was attended by John Bartosiewicz, Margareth Bonds, Buddy Coleman, Huelon Harrison, Tony Kellen, Janet Rogers, Jim Srygley, Kevin Sudano, Jeff Wharton, Mike Bismeyer, Gwendolen Gray, Daniel Pearsall, Anil Verma, Eugene de Ribeaux, Katherine Hoff, Suzanne Arkle, Eve Williams, Fran Hooper, and Therese Marquez.

The minutes from the June conference call were approved.

Raquel Olivier reminded the committee that the Business Member Activity Fund is sponsoring the Tuesday morning general session at the 2016 Annual Meeting, featuring political pundits Mike Murphy and Paul Begala. The committee is also seeking topic ideas and volunteers for the Bus & Paratransit Conference and Rail Conference in 2017. Tony Kellen is participating in the Bus & Paratransit topic discussion and will be coordinating a conference call on December 8, 2016. Currently, there is no information for the Rail Conference topic discussion.

Maria Collins won the raffle that was held at the Bus & Paratransit Conference for a free registration to the 2016 Annual Meeting, and Raquel encouraged the committee to engage her if they see her at the conference. Raquel introduced Adam Martin as the new senior program manager for business members. Backtracking, John Bartosiewicz recommended offering badge ribbons for raffle winners at conferences. Huelon Harrison opined that the raffle winner should be highlighted in the Business in Motion newsletter and Passenger Transport.

Fran Hooper informed the committee that there may be space held for COMTO participation at the APTA EXPO. Adam Martin is to follow up with National Trade Productions on the status. Committee should also collaborate with the Member Services Committee on retaining the COMTO participants.

There will not be a keynote speaker for the 2017 Annual Meeting, so there will be no action taken. Raquel Olivier asked the committee to send along information on DBE successes and developments to be featured in the Business in Motion newsletter.

Jeff Wharton recognized the importance of the Business Member Programs Committee which helps business members maintain visibility in the industry. A new logo was introduced for the Business Member Activity Fund and will increase visibility.

Katherine Hoff announced two events taking place at the Annual Meeting.

Eve Williams asked if the BMBG will have an educational series at EXPO; it was confirmed that there will not be. Learning zone topics will be decided at the Annual Meeting Program Planning meeting, to take place at the conclusion of the 2016 Annual Meeting. Mike Bismeyer noted the lack of topic diversity. He recommended offering human resource-related topics, especially pertaining to employee retention. He is concerned that the areas have become repetitive, thus causing companies to lose sight of trade show value.

With now additional comments, Raquel Olivier adjourned the meeting.

**Business Member Board of Governors
Summary Report**

Business Member Programs Committee

Committee Work Program updates

- 1) Plan and deliver program sessions at the bus and rail conferences that present discussions of key business member issues

Accomplishments:

- Planning for all program sessions is continuing to follow APTA Planning Committee efforts. This method is integrative, systematic, and comprehensive to the overall APTA agenda. Complimentary registration raffle seems to be a successful endeavor. Since this is an EXPO year, there is no guest speaker for the meeting in Atlanta.

Anticipated Actions:

- Discussion will be held at the September committee meeting for programs for 2017. Efforts to promote the complimentary registration raffle sessions will be considered. Decide if Business Member outreach brochure will be printed for distribution at Annual Meeting in Atlanta.

- 2) Support the use of high profile guest speakers who can bring a business message to APTA's conferences and seminars

Accomplishments:

- Since this is an EXPO year, there is no keynote speaker for the meeting in Houston. The Committee will begin working early to identify a potential guest speaker for the 2018 Annual Meeting.

Anticipated Actions:

- Discussions will be underway to work with Staff and Committee members in contacting leads and schedule commitments with the hopes of an early decision.

- 3) Look for opportunities to present key business member issues at the transit board seminar and the transit CEO seminar that focus on industry business issues.

Accomplishments:

- Discussions to be held with committee members on interest to pursue this effort. If interested, plans will be derived to meet with Transit Board Members Program Planning Committee and/or CEO Seminar Planning Committee

Anticipated Actions:

- Staffing for Business Member booth at EXPO to be considered.