

KC STREETCAR AUTHORITY™

Meeting of the Marketing Committee of the Kansas City Streetcar Authority

January 19, 2022, 10 a.m.

Join Zoom Meeting

<https://kcstreetcar-org.zoom.us/j/87218105369?pwd=UTEvaUU1aC9lWHBsMzE0Y0dseHZGdz09>

Meeting ID: 872 1810 5369

Passcode: 323306

This is an open meeting and the public is invited to observe and attend the meeting.

Agenda

1. Welcome
2. Media
 - a. Main St Extension PR updates
3. Call For Artists
4. Sponsorship Program
 - a. 2021 – 2022 Recap
 - b. Evergy
 - c. Sporting KC
 - d. Visit KC – March Basketball
 - e. Advertising Guidelines
 - i. Boulevardia
 - f. Use of materials on stops
 - g. Cost Re-evaluation
5. What are the marketing priorities you want to see?
6. Next meeting and adjourn

Any person with a disability desiring reasonable accommodation to attend this meeting should contact Ebony Jackson at (816) 627-2527 or send an email to ejackson@kcstreetcar.org prior to the meeting.