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=UTEvaUU1aC9IWHBsMzE0Y0dseHZGdz09
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.