

PLANNING & EXTERNAL RELATIONS COMMITTEE MEETING

Metropolitan Atlanta Rapid Transit Authority

February 6, 2014

MEETING SUMMARY

The Board of Directors Planning & External Relations Committee met on February 6, 2014 at 10:30 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Frederick L. Daniels, Jr.
Jim Durrett
Noni Ellison-Southall, *Chair*
Roderick E. Edmond
Freda B. Hardage

Consent Agenda

1. Approval of the January 6, 2014 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Dr. Edmond, the minutes were unanimously approved by a vote of 3 to 0, with 3 members present.

Individual Agenda

1. Resolution Authorizing the Solicitation of Proposals for Transit Advertising, RFP P32607

On motion by Mr. Durrett seconded by Dr. Edmond, the resolution was unanimously approved by a vote of 5 to 0, with 5 members present.

2. Briefing - Media Monitoring Briefing, 3Q and 4Q Calendar Year 2013

Mr. Harris briefed the Committee on the subject matter and tone of MARTA's news coverage during July 1 – December 31, 2013.

3. Briefing - Public Hearing Results for the May 2014 Markup

Ms. Briggins briefed the Committee on the results of the Public Hearings held on January 21 and January 23, 2014 for May 2014 Markup.

2. Other Matters

- Mrs. McClendon announced the following upcoming events:
 - February 12 – City of Atlanta Transportation Committee Meeting
 - February 19
 - GTA Legislative Day
 - City of Atlanta State of the City
 - South Metro Development Outlook Conference