



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
TRANSIT RIDERS ADVISORY COMMITTEE**

**MARCH 9, 2011 – 11:30 AM**

Greater Des Moines Partnership Conference Room – 1<sup>st</sup> Floor  
700 Locust Street, Des Moines, Iowa

1. CALL TO ORDER
2. ROLL CALL AND ESTABLISHMENT OF QUORUM
3. APPROVAL OF JANUARY 12, 2011, MINUTES
4. ACTION ITEMS
  - A. 2011 Goals – Gunnar Olson, Public Information Officer
  - B. Naming the Transit Hub – Gunnar Olson, Public Information Officer
5. DISCUSSION ITEMS
  - A. Fiscal Year 2012 Budget – Jamie Schug, Chief Financial Officer
  - B. TRAC outreach plan – Gunnar Olson, Public Information Officer
  - C. Marketing campaigns – Kirstin Baer-Harding, Advertising Manager
  - D. Schedule TRAC meeting with DART Forward 2035 planning consultants.
6. TRAC MEMBER COMMUNICATIONS
7. PUBLIC COMMENT
8. FUTURE AGENDA ITEMS
  - A. Transit Hub update
9. OTHER – Communications
  - A. Next DART Commission Meeting: 5 p.m. Tuesday, March 29, 2011
  - B. Proposed meeting with consultants: 11:30 a.m. Wednesday, April 6, 2011
  - C. Next TRAC Meeting: 11:30 a.m. Wednesday, May 11, 2011