

EXTERNAL AFFAIRS COMMITTEE MEETING
AUGUST 19, 2009 - 10 a.m.
GREATER NEW HAVEN TRANSIT DISTRICT
GNHTD – 840 SHERMAN AVENUE, HAMDEN, CT

Attendees: *C. Marchand, Hamden;; M. Bigelow, North Branford; J. Amarone, North Haven; S. Bender, Woodbridge*
GNHTD Administrative Staff: *D. K. Carter and M. Hemingway.*

- With regard to Board representation, 2 municipalities remain unrepresented. There are 3 vacancies (2 for the Town of East Haven and 1 for the Town of Branford). Though Derrylyn Gorski, the First Selectman of Branford, has made mention of a new appointee, formal written notice has yet to be received by the Agency.
- S. Bender will be in contact with town officials; First Selectman Derrylyn Gorski of Branford and Mayor April Capone Almon of East Haven with concerning Board representation for these municipalities.
- Executive Director Carter distributed Media List categorized by outlet type (Print, Radio, TV/Cable and Internet) and suggested use of the internet as an outlet, given the realization that newspaper and printed media may soon be nonexistent.
- Executive Director Carter gave overview of the major differences between the types of services the Agency provides and the process in which rider certification takes place.
- ConnDOT frowns upon major ‘promotion’ of MyRide services.
- S. Bender inquired as to whether or not coordinated transportation is an option the Agency might consider exploring.
- Details of the Specialized Transportation Committee (committee dedicated to organizing Specialized Coordinated Transportation) and its accomplishments thus far as well as future goals were expressed.
- Discussion commenced with regard to redefining the ‘mission statement’ concerning the External Affairs Committee.

The current ‘mission’ reads as follows:

“Oversees the development and implementation of strategies to enhance system image and public relations. Maintains effective relationships with key stake holders such as local elected officials and the media. Markets system services to potential customers.”

Executive Director Carter will alter as decided by the Committee and provide members of the Committee with the electronic version of the final draft via email.

Next meeting:
External Affairs/Executive Committee
September 16, 2009, 10 a.m. to 11 a.m.
Greater New Haven Transit District (GNHTD)
840 Sherman Avenue- Hamden, CT