

# Peer Roundtable: Marketing

Minnesota Rural Transit Assistance Program (RTAP)

March 8, 2023



# Agenda

- Ground Rules + Roles
- Introductions + Challenges
- Facilitated + Open Discussion
- Meeting Role Reports
- Next Steps
- Vote on Next Meeting Topics



# Volunteer for a meeting role!

- Process Observer — How did it go? What could be better?
- Timekeeper — Give us a reminder at 10 minutes remaining
- Parking Lot Attendant — Take notes anytime we ask to put something in the parking lot



# Group Agreements/Ground Rules

- Solutions-Focused
- Peer-Led. This is your meeting!
- No bad ideas
- Mute when not speaking
- Cameras optional



# This Meeting is Being Recorded – Tennessen Warning

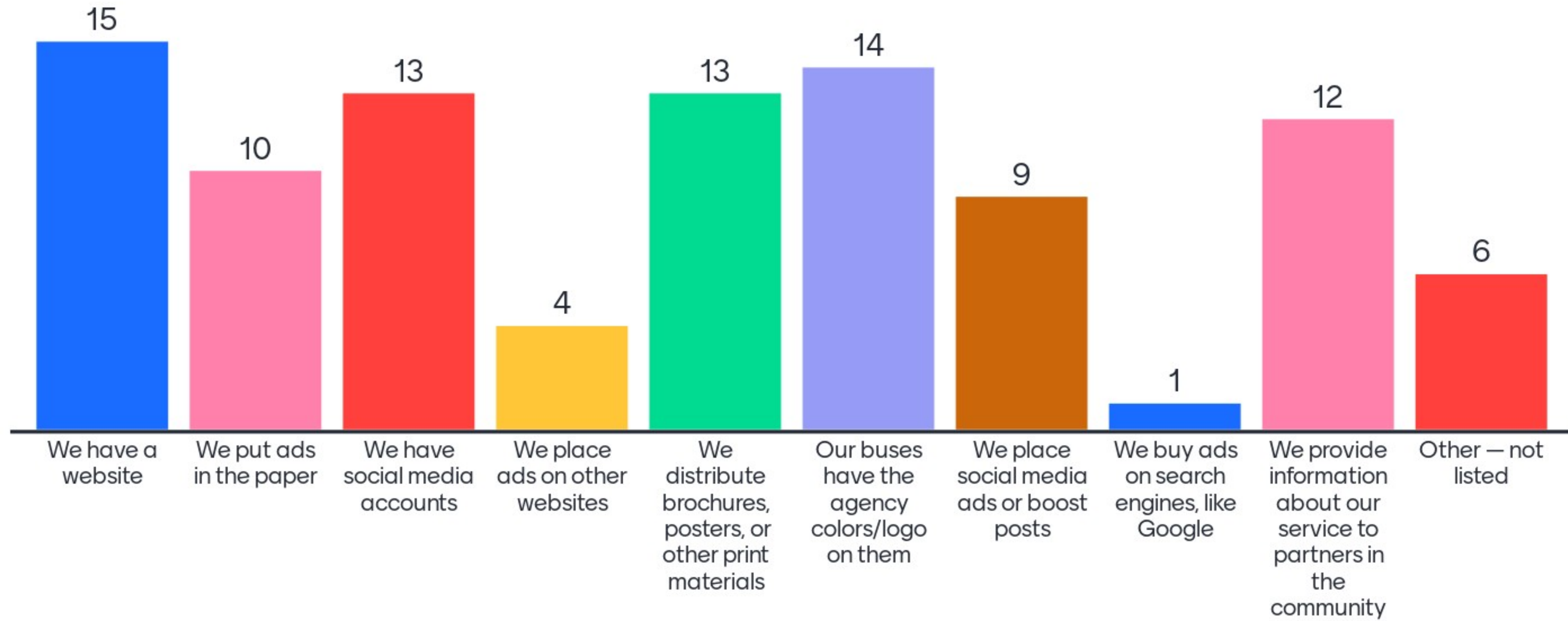
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# What kinds of marketing does your agency currently do?



# Introductions

1. Name
2. Agency/Role
3. What's your biggest challenge with marketing?
4. What are you hoping to get out of this meeting?

# Marketing Challenges Discussion

- Outline and add to list of challenges
- Solutions from the group?





# What kinds of resources would be helpful? What already exists?

- Image Libraries
- Customizable Templates
- Tutorials?



**What kind of marketing training do you need?**



# Next Steps?



# Process Observer Report

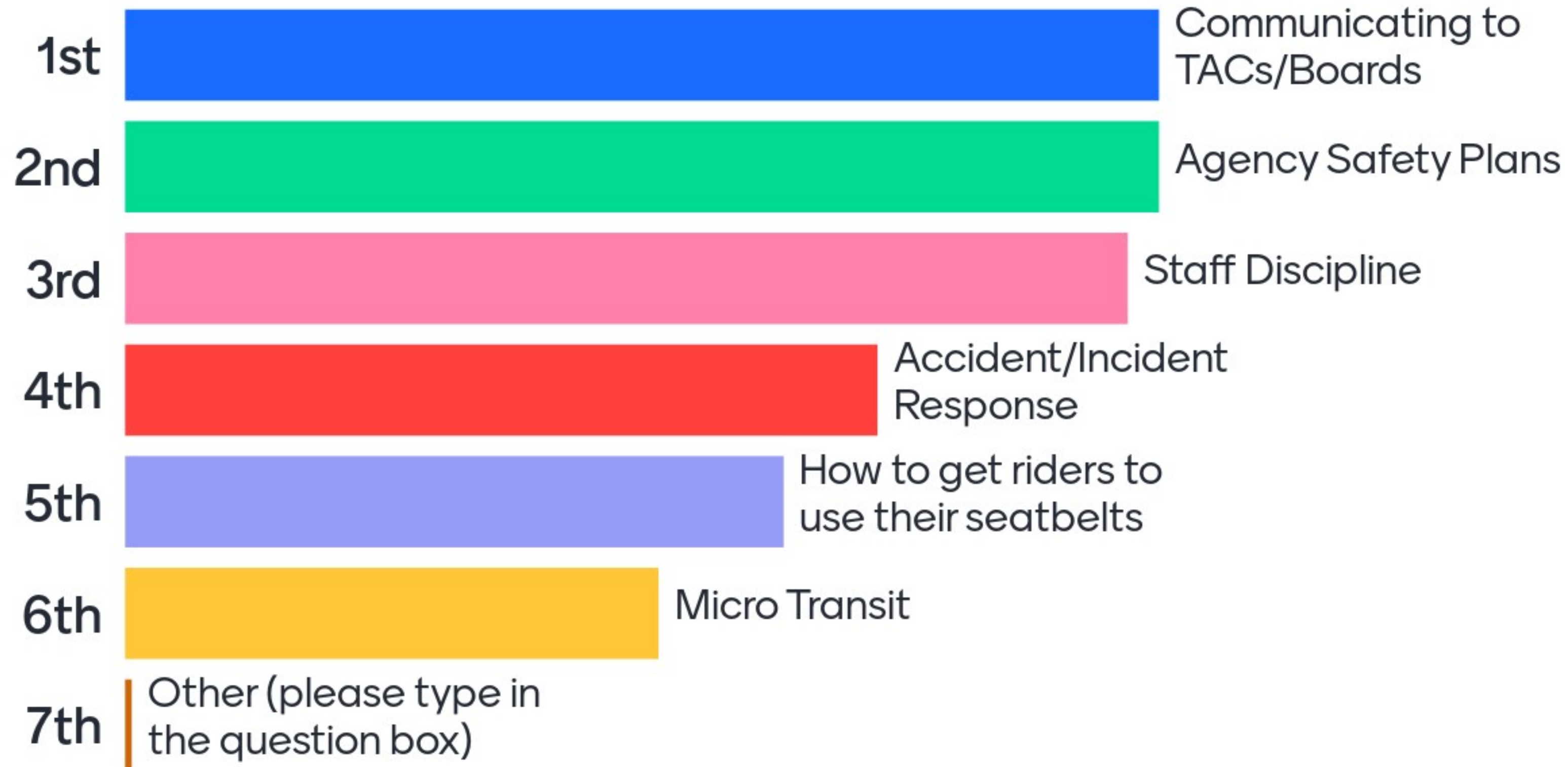
What went well?

What could be better?

# Parking Lot Attendant Report



# What should be the next roundtable topic?



# Next Roundtable April 12





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