



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, August 20, 2020 | 10:30 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Pat Lance
Ascertain Quorum	Pat Lance
Agenda Approval	Pat Lance
Approve Minutes of Thursday, June 18, 2020	Pat Lance
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• Employee Recognitions	Carm Basile
• Community Champions Contest	Jaime Watson
• Monthly Community Engagement/Media Report	Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, September 24, 2020, 11:30 am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Pat Lance

** Indicates Material (Or Additional Material) Will Be Provided at Meeting*

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – June 18, 2020 at 12:00pm; Microsoft Teams**

In Attendance: via MT - Jackie Falotico, Pat Lance, Jayme Lahut, Mike Criscione, Dave Stackrow,; at 110 - Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Watson, Jon Scherzer, Allie Schreffler, Vanessa Salamy; via MT - Sarah Matrose, Jeremy Smith, Thomas Guggisberg, Brooke Simoncavage, Stacy Sansky

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Jackie Falotico noted that a quorum was present. Minutes from the May 21, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jon Scherzer and Jaime Watson presented an update on 50th Anniversary activities. New shelter posters, billboards and a new commercial are part of the celebration and recognition of the 50th.
- Jaime Watson and Allison Schreffler outlined plans for a “50 Community Heroes” contest that will run leading up to the 50th Anniversary on August 1. The contest will award 25 CDTA employees and 25 Community Heroes that have gone above the call of duty during the height of the COVID-19 pandemic. Nominations will be solicited from CDTA employees and the community.
- Jaime Watson summarized the monthly Community Engagement report. There were 20 media stories on television, in newspaper and online. Stories were related to our efforts in response to COVID-19, United Way 5.18 Day and Protests happening in cities across the Capital Region.
- Jaime also discussed the updated communications to keep employees, customers and the public informed about CDTA efforts surrounding COVID-19. Over the next few weeks there will be updated messaging, corporate videos, commercials, and social media content to keep the public updated on CDTA services and its commitment to the community.

Executive Session

No items scheduled.

Next Meeting

Thursday, August 20, 2020 at 10:30am via Microsoft Teams

Community & Stakeholder Relations Committee Meeting

Media/Communications Monthly Report

August 20, 2020



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Media Relations

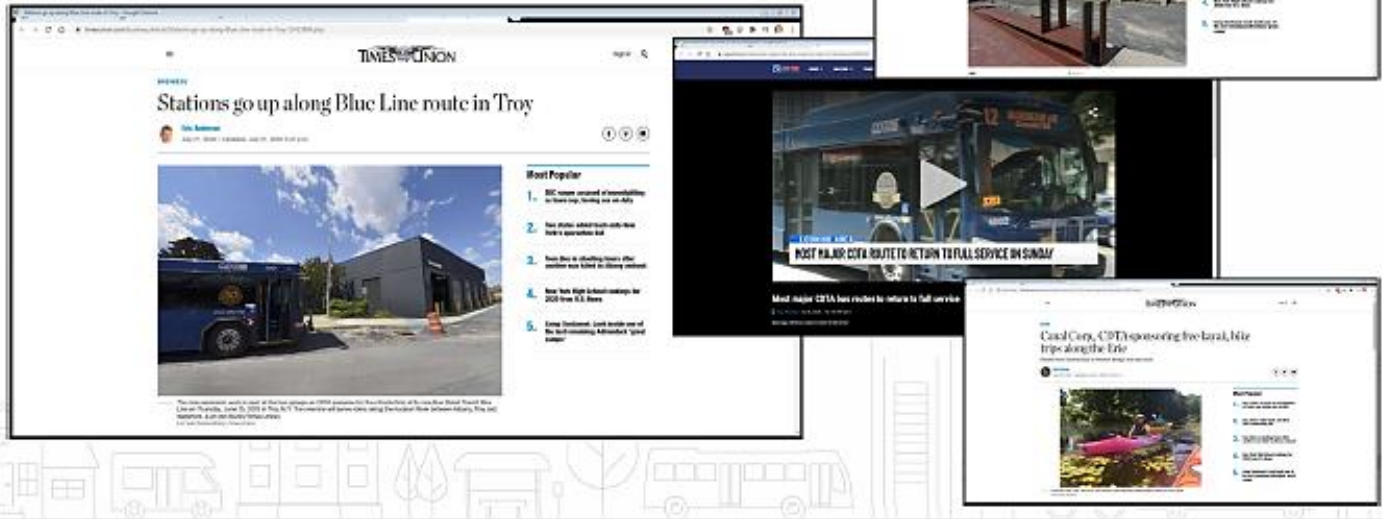
- Total Stories: 27
- Newspaper: 14
- Television: 8
- Radio: 5

• **Estimated Value: \$30,000**



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Media Highlights



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Community Engagement

- *Albany Business Review, Straight Talk Session*
- *American Cancer Society- Red, White and Blue Pop Up BBQ*
- *Make-a-Wish Parade*



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Looking Ahead

- *Interview Opportunities*
- *Community Engagement*
- *Employee engagement opportunities*
- *CDTA Health Center Opening*

