

MORONGO BASIN TRANSIT AUTHORITY

**SPECIAL MEETING OF
THE BOARD OF DIRECTORS**

Thursday, January 20, 2022 3:30PM

Zoom Meeting ID: 878 6124 1505

ACTION MINUTES

1.0 CALL TO ORDER – Chair Mintz called the meeting to order at 3:30pm.

PLEDGE OF ALLEGIANCE

ROLL CALL - On call of the roll the following Board Members were present:
Jeff Drozd, Danielle Harrington, Ellen Jackman, McArthur Wright, Merl Abel and Daniel L Mintz Sr.

2.0 PUBLIC COMMENTS

NONE

3.0 NEW BUSINESS

3.1 Rebranding MBTA

Cheri Holsclaw, Interim General Manager, provided background on Vice Chair Abel's request that staff look into updating MBTA's branding.

Selena Barlow with Transit Marketing gave a presentation and opened discussions.

In summary, we heard a general consensus on shortening the name to Basin Transit and some discussion of Hi-Desert Transit and Joshua Tree Transit as options.

There was general agreement on communicating the environmental benefits of transit but mixed thoughts on how to do that. We heard that green is environmental, but really not a desert color. There were also discussions on perhaps using the colors of our desert sunsets as a way of tying to the environment, and a discussion of various natural images like the roadrunner, coyote, Joshua trees, boulders, mountains, starry nights, and rock climbing.

Further thoughts included the roadrunner being too much like the JTNP branding, the Coyote may have negative connotations and the Joshua tree may be overused.

Everyone felt that MBTA had a good reputation that this should build on and discussed the message we wanted to relay to the public including customer service, being friendly, dependable, safe, convenient, and enjoying the ride.

12.0 ADJOURNMENT

The meeting adjourned at 4:49pm Thursday, January 20, 2022.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Cheri Holsclaw', written over a horizontal line.

Cheri Holsclaw, Board Secretary