

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
1362 Rutan Court, Suite 100
Livermore, CA 94551

MARKETING COMMITTEE MEETING

DATE: Tuesday, May 27, 2008

PLACE: Diana Lauterbach Room LAVTA Offices
1362 Rutan Court, Suite 100, Livermore

TIME: 4:00 p.m.

AGENDA

1. Call to Order

2. Meeting Open to Public

- Members of the audience may address the Committee on any matter within the general subject matter jurisdiction of the LAVTA Board of Directors.
- Members of the audience may address the Committee on items on the Agenda at the time the Chair calls for the particular Agenda item.
- Public comments should not exceed three (3) minutes.
- Agendas are published 72 hours prior to the meeting.
- No action may be taken on matters raised that are not on the Agenda.

3. Minutes of the March 24, 2008 Meeting of the Marketing Committee

Recommendation: Approval

4. Branding Development for LAVTA's Bus Rapid Transit Service

Recommendation: It is recommended that the Marketing Committee review and provide input on the branding elements developed by VBN for LAVTA's Bus Rapid Transit Service

5.. Matters Initiated by Committee Members

6. Set date for Next Meeting

7. Adjournment

I hereby certify that this agenda was posted 72 hours in advance of the noted meeting.

LAVTA Administrative Services Department

Date

On request, the Livermore Amador Valley Transit Authority will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. A written request, including name of the person, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service should be sent at least seven (7) days before the meeting. Requests should be sent to:

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