

Summary Minutes MARC Advisory Council Meeting
Thursday September 20, 2007, 4:30 p.m.
Hall of the States, Room 333
444 North Capitol Street, N.W.
Washington, D.C. 20001-1512

Attendees:

MARC Advisory Council:

Carol Oberdorfer, Brunswick – Present
Chikwe Nojku, Penn & Camden – Present
Christopher Field, Penn - Present
David Frederick, Brunswick - Absent
Deborah Foster, Brunswick – Present
E. Donald Hughes, Camden – Absent
Hameed Ahmed, Camden – Present
Juan Calvo, Penn – Absent
Laurence Gross, Brunswick – Present
Luke Ritter, Penn – Absent
Lynda Clarke, Penn – Present
Rafael Guroian, Penn & Camden – Present
Ronald Jackson, Penn - Absent
Steve Chan, Penn – Present

Staff:

Jim Knighton, MTA Director of External Affairs
Glenn Saffran, Acting Director of MARC Train & Commuter Bus Service
Richard Solli, MTA Marketing Department

Guests:

Dave Munk – Guest, Penn Line, Guident Technologies, Inc.
Dave Bauch – Guest – 1992 – Penn Line, Government Printing Office
Bob Thomson – Guest, Dr. Gridlock for the Washington Post
Michael Ditkoff – Guest, US Citizenship and Immigration Services

The meeting was called to order at 4:41 PM by Chairman Lynda Clarke.

New members and guests were introduced.

Steve Chan was designated secretary for the MARC Riders Advisory Council.

Communications Committee - Steve Chan and Larry Gross met on Thursday August 16th in Union Station, and discussed the need for easily updateable web pages and the need for additional resources. One of the suggestions was to have a web page listing the members of the Advisory Council, along with whatever contact information each individual wants displayed, and their picture, if desired.

Steve Chan handed out copies of a possible business card design for the MARC Advisory Council.

Committee Assignments – Chairman Lynda Clarke will resend the list of committee assignments.

Rafi Guroian has been working with Rich Solli – Director of Marketing for the MTA – and previously with Ira Silverman - Chief Transportation Officer, with producing model MARC trains for marketing and sales

promotions. Talks are in progress with MTH Electric Trains of Columbia Maryland – a manufacturer of model trains. Their website is: <http://mth-railking.com/index.asp> Promotional/Marketing possibilities include the B&O Railroad Museum, Union Station in the Christmas layout, and Penn Station in Baltimore.

A new email system will be rolled out in mid-October. This new email system will replace the alerts from marc@mtamaryland.com The new system – from SignPost Networks of Atlanta Georgia - <http://www.signpostnetworks.com/> will enable riders to sign up for be notified via different devices (Blackberry, text pager, etc.). There will also be provisions so that a rider can define what time windows they would like to receive these alerts. A suggestion was made that in addition to the train number, the alerts also include the train departure time and destination.

Rich Solli discussed the history and purpose of the MTA website that also include the MARC train system. The website is currently on its fourth generation. For the fifth generation website, Rich is looking into a Google Transit Trip Planner and a Trapeze Trip Planner.

Discussions were held regarding how to better notify the riders as to which car doors will open at which station stops.

The next MARC Advisory Council Meeting is currently scheduled for Thursday November 15th at 4:30 PM.

The meeting was adjourned at 6:01 PM Thursday September 20, 2007.