



**Rail
Construction
Corporation**



a Subsidiary of
the Los Angeles County
Transportation Commission

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**RAIL CONSTRUCTION CORPORATION
MINUTES OF MEETING DECEMBER 8, 1989**

MEMBERS PRESENT

JACKI BACHARACH
CAROLE STEVENS
WALTER KING
RAY GRABINSKI

~~APPROVED WITH CORRECTIONS
SEE MEETING OF _____~~

**APPROVED AS
SUBMITTED**

STAFF PRESENT

NEIL PETERSON, EXECUTIVE DIRECTOR
ED McSPEDON, ACTING PRESIDENT/CEO, R.C.C.
SUSAN BROWN, DIRECTOR OF GOVERNMENT & PUBLIC AFFAIRS
ROBIN McCARTHY, MANAGER OF COMMUNITY RELATIONS
BARBARA NORRIS, SENIOR ADMINISTRATIVE SECRETARY

OTHERS

BETSY BERKHEMER, BERKHEMER KLINE GOLIN HARRIS
AL PERDON, SCRTD

CAT. TO ORDER

METRO BLUE LINE - MARKETING PLAN

Susan Brown presented staff's report. Ms. Brown reported that LACTC and SCRTD staffs have coordinated with the consultant firm, Berkhemer Kline Golin Harris, to develop a marketing plan for the Blue Line. Ms. Brown summarized the marketing program assignments

and budget, and the responsibilities of the LACTC and SCRTD. The marketing plan is to be implemented between now and opening day and is in addition to current media, community relations and public information activities that are already budgeted and handled by LACTC staff.

The Board recommended that the Commission approve the \$1,052,150 budget for the marketing program for the Blue Line, for now until opening day in July 1990. Funds for this program should be allocated from the five percent set-aside of the 35 percent Proposition "A" Rail Development Account. SCRTD and LACTC staff will coordinate all pre-opening marketing activities in a mutually supportive manner to assure that 1) the marketing schedule is met; and 2) materials are technically accurate and consistent with systemwide objectives. LACTC will conduct its activities with a view toward transitioning responsibility to RTD when service opens.

ADJOURNMENT

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