



**Technical Advisory Committee (TAC) Meeting  
Wednesday, December 16, 2009  
1:30 p.m.  
Gold Coast Transit Board Room**

**AGENDA**

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| 1. Call to Order/Introductions   | ACTION |
| 2. Public Comments (items <i>not</i> on the agenda)  | INFO   |
| 3. Committee Members' Comments   | INFO   |
| 4. Approval of November 18, 2009 Meeting Summary   | ACTION |
| 5. Transit Enhancement Project Recommendations - Steve Brown                                   | ACTION |
| 6. Report on GCT's TSSP Discussions with Oxnard and Ventura - Steve Brown/Helene Buchman       | INFO   |
| 7. Update on Implementation Plans for Fare Increase - Steve Brown                              | INFO   |
| 8. Marketing plan ideas for GCT for 2010 – Steve Brown   | INFO   |
| 9. Promotion Proposal for the Route 40 Market/Valentine Shuttle - Mary Russo/Jeff Hereford     | INFO   |
| 10. Agenda for December 18 <sup>th</sup> Planning Session Strategy- Steve Brown/Helene Buchman | INFO   |
| 11. Future Agenda Items  | ACTION |
| 12. Adjournment  | ACTION |