



Local governments working together for a better metropolitan region

**MEETING NOTICE AND AGENDA
REGIONAL TDM MARKETING GROUP**

- District of Columbia*
- Bowie*
- College Park*
- Frederick County*
- Gaithersburg*
- Greenbelt*
- Montgomery County*
- Prince George's County*
- Rockville*
- Takoma Park*
- Alexandria*
- Arlington County*
- Fairfax*
- Fairfax County*
- Falls Church*
- Loudoun County*
- Manassas*
- Manassas Park*
- Prince William County*

**Tuesday, August 2, 2005
10:00 a.m. - Noon
Training Center A&B – First Floor**

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E.
Washington, DC 20002

Chair: Victor Egu, Prince George's County
Vice Chair: Ann King, Virginia Railway Express
Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of June 7, 2005 Meeting	(5 MIN) APPROVE
3. Montgomery County RideOn	(20 MIN) INFORMATION
Beverly LeMasters of RideOn will discuss the recent Free Wheeling Days promotion.	
4. Commuter Connections FY05 Marketing Update	(15 MIN) INFORMATION
Douglas Franklin of COG will provide a recap of the recent employer awards. Staff will also distribute the final FY05 2 nd Half Commuter Connections Marketing Campaign Summary.	
5. Wilson Bridge Marketing	(20 MIN) INFORMATION
Michelle Holland will provide an update on the Wilson Bridge construction project and discuss recent advertising.	

6. Clean Air Partners **(20 MIN)** INFORMATION

Jen Desimone from COG Environmental Staff will brief the group on promotional efforts for the 2005 Air Quality Action Days season.

7. Calendar of Events / Marketing Round Table **(35 MIN)** DISCUSSION

This is an opportunity to go around the room and have each meeting participant share recent advertising, marketing collateral and information, and to discuss news or upcoming events happening within their organizations.

8. Other Business / Set Agenda for Tuesday October 4, 2005 meeting **(5 MIN)** DISCUSSION

Upcoming FY06 meeting schedule:

October 4, 2005
December 6, 2005
February 7, 2006
April 4, 2006
June 6, 2006