

Community Transportation Association of Idaho Marketing and Communications Committee

Purpose: The Community Transportation Association of Idaho (CTAI) Marketing and Communications Committee is charged by the Board of Directors with the responsibility to guide and lead the vision, mission and goals of CTAI; including the I-way initiative. The Committee will guide the efforts of marketing the organization to a broad base of constituents. The Committee supports the strategic plan and operations of CTAI and recommends policies in the area of marketing and communications to the Board for approval.

Membership: The Community Transportation Association of Idaho Marketing and Communications Committee shall be composed of nine (9) people, including: one Board member, one transportation provider (CTAI member), one marketing and communications professional, one consumer, one consumer advocate and four at large individuals.

The Chairperson of the Committee will be appointed by the President of the Board of Directors at the Association annual meeting, normally held in September. The Chairperson is appointed for a two-year term with a limit of two consecutive terms. The Chairperson will be a member of the Association Board.

The Chairperson and Executive Director will select members of the committee in conjunction with the Board of Directors, and with approval of the Board. Members are appointed for a two-year term with a limit of three consecutive terms. New members will be appointed in September in conjunction with the annual meeting. No more than one-half of committee terms should expire each year. Members may be appointed at anytime needed and will serve the remaining portion of a two-year term.

Meetings: The committee will meet bi-monthly or on a schedule approved by the committee. Meetings will last no more than an hour and a half and will be scheduled around the dates of the meeting of the CTAI Board of Directors.