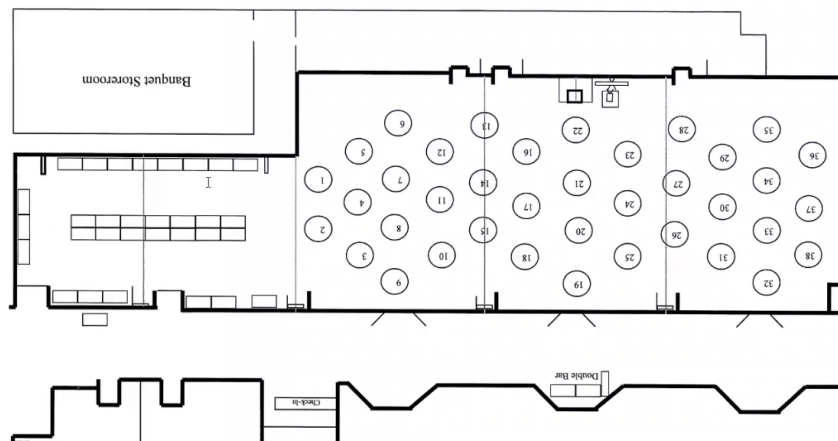# Summit Steering Committee
Meeting Notes

February 15, 2024, 1:00 pm MT
Microsoft Teams Meeting

Attendees
- Shauna Miller
- Alisa Anderson
- Janet Miller
- Jody Bieze
- Kim MacPherson
- Larry Standfield
- Leslie Pedrosa
- Maxine Duran
- Suzanne Seigneur

Previous Meeting Notes & Action Items
- Completed:
  - Shauna – Get more information for networking/social event room
  - Shauna – Get more information regarding space for vendors
  - Shauna – Start building registration/event site, add swag contributions to registration
  - Shauna – Create a draft/outline agenda on a high level
  - Shauna – Draft of Hall of Fame

- Ongoing
  - Jason – Build shared distribution/contact database
  - Ron – check with communications about social media sharing
  - Leslie – Budget proposal to Shauna for marketing

- Location Update: Moved to Best Western Plus in Coeur d'Alene

- Sub-Committee Updates
  - Communication/Marketing Plan – Leslie, Larry, & Maxine
    - Draft sent out and collecting feedback
    - Looks great
    - Next call – marketing for new location and budget

  - Networking/Social & Vendor Showcase – Janet & Suzanne
    - Social Tuesday night
    - ~$4k for social event
    - Working on sponsor packets
      - Signage
      - Swag
      - Staged mentions

    - Shauna to get pricing info to Janet & Suzanne after planning meeting next week

  - Day 1 Statistical Economic Development Data/Case Study – Suzanne
    - In discussion with Jody, Alisa, & Shauna
      - John Martin inclusion with Case Studies from DOL or separate?

  - Day 1 Showcase – Jody & Alisa
    - Discussions with Suzanne & Shauna
    - Meeting with local speaker options
    - Jody provided draft content framework
    - Need more info from Ron regarding PSA videos

  - Day 1 What we could be – Larry & Maxine
    - What does the committee want to see outside of EV and AI technology?
    - This sub-committee is done with EV and it's moved and incorporated to Day 2 Electric Bus Panel
    - AI – Digging deeper into
      - Jody shared webinar link and info:
        Gartner has free webinars on a variety of topics specific to the information technology space. AI is a key topic of Gartner. An upcoming webinar is:

        "How Generative AI Will Impact the Future of Work" https://www.gartner.com/en/webinar/565300/1274468
        February 20, 2024| 7:00 a.m. PST

      - How are people using it and is it included in Marketing?
      - VRT is using to help with bus procurements

  - Day 1 Messages from DC – Kim

- Do we have a list of guests started?
  - Nothing online yet
  - Nothing finalized yet

- Do we want to continue to pursue inviting Pete?
  - Yes, if not available then maybe the Assistant Deputy Administrator Veronica?
  - Nuria Fernandez

- Economic Panel – Ron
  - Engaged with the TRB Transit Data Committee to find speakers, especially in the economic impact realm.

- Kick Off – ITD-PT
  - Working with our executive leadership

- Hall of Fame – ITD-PT
  - Shared Draft
    - Add nominee title
    - Photo to be acquired from Nominees

  - Nominations 03/01 – 07/19
  - Voting 07/26 – 08/09

- Additional ITD-PT Updates
  - Book: Think Again: The Power of Knowing What You Don't Know
  - Meeting with Jason on 02/16/2024

Next Meeting Agenda 02/29/2024

Meeting Action Items:
- ☐ Shauna – pricing info for social event
- ☐ Jason – Build shared distribution/contact database
- ☐ Ron – check with communications about social media sharing
- ☐ Leslie – Budget proposal to Shauna for marketing