

**Planning and Stakeholder Relations Committee
Minutes
September 21, 2018**

The meeting was called to order at 8:30 am in Port Authority's Neal H. Holmes Board Room at 345 Sixth Avenue, Fifth Floor, Pittsburgh, with the following in attendance:

Board Committee Members

John Tague, Jr., Chairman
Ann M. Ogoreuc
Stephanie Turman
Robert Kania

Board Members and Solicitor

Michelle Zmijanac
Joel Lennen

Opening Remarks

Mr. Tague, Committee Chair, opened the meeting and welcomed those in attendance.

Approval of Minutes from the July 19, 2018 Planning and Stakeholder Relations Committee Meeting

Mr. Tague asked Committee members if there were any corrections to the minutes. There were none and members approved the minutes.

Integrated Marketing Brand Project Presentation (Mr. Ritchie, Campos and Red House Communications)

- Mr. Ritchie introduced AJ Drexler, CEO and Chief Strategist for the Campos team. She provided an overview of the Campos Marketing and Branding Strategy and previous working relationship with Red House Communications.
- Ms AJ Drexler explained that Campos and Red House have been in a working relationship for 25 years.
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- Phase I: Market Research/Stakeholder Research & Analysis
What is a brand? Who you believe yourselves to be.
 - Think: Who you believe yourselves to be.
 - Act: How you act on those beliefs.
 - Say: How you ultimately communicate given those beliefs.
- Phase II: Brand Strategy Development
 - a. Understand your organization
 - b. Assess the Market and Context
 - c. Assess your brand
 - d. understand your target audience
 - e. brand summit

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June 20, 2018**

- They are currently working to finalize the discovery phase, which includes both internal and external stakeholder interviews, and data analytics and market segmentation.
 - a. Development of the Creative Brief
 - b. Brand Visual identity and Platform Development
 - c. Stakeholder Input
 - d. Brand Identity and Platform Refinement
 - e. Concept Selection/Refinement

- Phase IV: Marketing Plan Development
 - a. Draft a marketing plan
 - b. Stakeholder input
 - c. Finalization of marketing plan

- Phase V: Creative Production and Launch
 - Creative production of brand identity and brand guidelines
 - Production of brand assets
 - Deployment of brand campaign assets

What is the Port Authority Brand?
What do our communities value?

*****Research should be done by early in the first quarter of 2019.**

Questions from committee, board members and others

1. Mr. Tague asked Ms. Kelleman if she had anything to report.
 - a. Ms. Kelleman responded that she is excited to see what Campos and Red House had to report.

2. Mr. Tague said that it seems like a new day at Port Authority and he's excited for the new branding campaign.