

Clinton Area Transit System
Board of Directors Meeting Agenda
January 22, 2026 - 6:00 PM

In-Person Only

Clinton Transit Administration Building – Northwest Entrance
215 N. Scott Rd., St. Johns, MI 48879

- I. Call to Order
- II. Pledge of Allegiance
- III. Roll Call – Executive Director
- IV. Election of Officers – Board Chairperson, Vice-Chairperson, and Secretary/Treasurer
- V. Public Comment (Limited to 3 minutes)
- VI. Review / Approval of Agenda
- VII. King Media – Annual Marketing Campaign Report for 2025
- VIII. Approval of December 18, 2025, Meeting Minutes
- IX. Approval of December 18, 2025, Closed Session Meeting Minutes
- X. Financial Statements for December 2025 – Finance Manager

- XI. Approval of December 2025 Payables - Finance Manager
 - Accounts Payable – \$ 181,590.73
 - Payroll - \$ 113,255.88 (2 Pay Days)

- XII. Reports – Board Chairperson, Executive Director, and Director of Operations

- XIII. Informational Items
 - A. Marketing Report – October thru December 2025
 - <https://lookerstudio.google.com/reporting/26ec924b-3eb8-47f8-b05e-9b1e445be903>
 - This quarter’s digital campaign delivered standout results, with **click-through rates exceeding industry benchmarks by more than 50%** and continued improvement over last quarter—signaling increasingly effective creative and messaging. Broadcast efforts reinforced brand visibility across the region and consistently drove website traffic, while earned media was successfully introduced as a new channel, extending reach beyond paid placements.

 - Website performance showed particularly strong momentum, with **total users and sessions up more than 50% year over year** and continued growth in form submissions, demonstrating meaningful user action driven by campaign efforts.

- XIV. Old Business

- XV. New Business

- XVI. Clinton County Board of Commissioners Update

- XVII. Board Member Comments

- XVIII. Adjournment

Next Meeting day/dates: Thursday, February 26, 2026 @ 6:00 p.m.
Thursday, March 26, 2026 @ 6:00 p.m.

Clinton Transit Board Meeting Location – 215 N. Scott Rd., St. Johns, MI 48879