

BATA - Local Advisory Council Agenda

Tuesday, October 14, 2024

Noon – 1:00pm

Hall Street Conference Room or Microsoft Teams Meeting

1. Welcome to the 2025 Local Advisory Council Fall Meeting.
 - Introduce BATA's new Executive Director, Jeff (Miles) Meilbeck (pronounced Mile-beck)
 - Introductions from LAC and news from your world.
2. 4th quarter of 2025 ridership data: going strong with 138,813 total rides, which is 129% of the 107,587 2024 Q4 rides
3. BATA highlights since our May meeting
 - Bayshore Marathon – 1,331 pre-7am riders, up from 2024's 1,100 early morning riders
 - Cherry Fest – 2nd best ridership ever at 21,625, beating last year's 19,639 (the Bayline averaged 2,445 rides per day during cherry fest when normal average for Bayline is 450 rides/day.)
 - Cedar Polka Festival: 138 rides in 2025, down a bit from last year. (Note to self, take BATA to Polka Fest in 2026! 😊)
 - Leelanau Uncaged: 102 rides, compared to 93 rides in 2024 and 87 in 2023!
 - Route 10/Bike-n-Ride changes for this year for the construction. Around 4,200 boardings, and over 737 bikes this spring and summer season (more than one bicycle for every 6 riders).
 - Early morning Airport LINK. We gave ~ 1 ride per week and the pilot program is ending.
 - Public outreach and education are at their highest since before COVID.
 - Accessibility, shelters, and benches - oh my!
4. Oct 20 route improvements: Route 1, 2, 5, 7, and 13
5. Discussion, action item, adjourn, and thanks!

2025 Local Advisory Council Membership

Linda Joppich: Chair / Community Representative

Matt Morritz: Community Representative

Dan Buron: Goodwill Northern Michigan

Lana Payne: Commission on Aging

Mandy Joppich: Community Representative

Lena Vander Meulen: Leelanau County Senior Services

Amanda Molski / Heidi Gustine: Area Agency on Aging

Demarie Jones: Disability Network No. Michigan

Susan Odgers: Community Representative

Lacey Edgecomb: Senior Center Network

Mitch Treadwell: Traverse City Commissioner