

## EXECUTIVE COMMITTEE

January 5, 2024  
Zoom meeting  
9:00 to 9:20 a.m.

## MINUTES

### 1. DISCUSSION OF AGENDA FOR THE *IN PERSON* JANUARY 23, 2024 BRTB MEETING

#### Action Items:

- Resolution #23-10 to endorse five updated highway safety performance targets.
- Resolution #24-11 to endorse the 2020 Census Urban Area Boundary for the Baltimore region.
- Resolution #24-12 to endorse the designation of Critical Urban Freight Corridors in the region.
- Resolution #24-13 for a request from Anne Arundel County to change the Functional Classification for several US 50 service roads. MDOT SHA will present this request.

#### Informational Items:

- A presentation on the on the newly formed Baltimore Regional Transit Commission (BRTC). Appointees, law, purpose.
- There will be a high level update on the revised CTP budget which will be released on January 17.

The Executive Committee approved the agenda items for the January meeting.

### 2. Other

UPWP Amendment: BMC has worked with the MHSO and Baltimore Orioles to propose a campaign in the 2024 season that includes four onsite activations of the Look Alive vehicle and virtual reality experience to Camden Yards and to maximize campaign exposure in a highly visible home game venue with twenty five half innings of left-side bullpen signage.

MHSO has approved moving funding for the Look Alive vehicle from the Baltimore Health Expo for greater exposure and participation at Camden Yards and to allocate funds for LED signage.

MHSO is currently running two additional campaigns with the Orioles with successful results.

There is currently \$40,000 in the budget to cover the campaign package as proposed with the Orioles. BMC requests an additional \$8,000 for Sherry Matthews Group staff time for the onsite activations.

There were no other items sent to the Executive Committee for discussion.

***MEMBERS***

D'Andrea Walker – Baltimore County - Chair  
Bruce Gartner – Howard County – Vice Chair  
Dan Janousek (for Heather Murphy) – MDOT

***STAFF AND GUESTS***

Regina Aris - Baltimore Metropolitan Council (BMC)  
Todd Lang – BMC