



**EXTERNAL RELATIONS COMMITTEE MEETING
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

THURSDAY, MARCH 28, 2024

ATLANTA, GEORGIA

[IMMEDIATELY FOLLOWING OPERATIONS & SAFETY COMMITTEE]



Agenda

1. Approval of the February 22, 2024, External Relations Committee Meeting Minutes
2. Resolution Authorizing Execution of Sponsorship Agreement Between MARTA and Atlanta United Football Club, LLC - **Chinnette Cannida, Director Marketing**
3. Resolution Authorizing the Approval of MARTA's Updated Advertising Policy – **Kevin Hackshaw, Manager Business Development & Sales**
4. Briefing – Government Affairs Update – **Colleen Kiernan, Assistant General Manager, External Affairs**
5. Briefing – Media Impressions – November 2023 – February 2024 – **Stephany Fisher, Senior Director Communications**
6. Other Matters