

MINUTES

Executive Session
and
Special Meeting of the
Finance, Administration & Marketing Subcommittee

Salem Area Mass Transit District
April 19, 2010
Courthouse Square - Senator Hearing Room
555 Court Street NE, Salem OR 97301-3980

Executive Session
C. Litigation

President Hanson called the Executive Session to order Pursuant to ORS 192.660(1)(h) to conduct deliberations with Counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed. The time was 4:05 p.m. Attendance was noted and a quorum was present.

Present: President Shelley Hanson; Directors Joe Green, Kate Tarter, Marcia Kelley, Jerry Thompson, Bob Krebs, Ron Christopher (left at 5:37 p.m.)

Staff: Allan Pollock, General Manager; Mike Hansen, Director of Operations; Steve Dickey, Director of Transportation Development; Pat Mercier, Director of Finance; Lorna Adkins, Marketing & Communications Coordinator; Melissa Bradley, Contracted Transportation Manager; Linda Galeazzi, Administrative Secretary; Ben Fetherston, SAMTD Legal Counsel

Guests: (arrived at 4:30 p.m. for the Special Meeting) Greg Astley, Astley Consulting Group, Libby Barg, Barney & Worth and Adam Davis, Davis, Hibbitts & Midghall, Inc.

Mr. Fetherston apprised the Board of a pending lawsuit filed by OHAS. There was discussion about the process for this lawsuit and potential impacts. President Hanson closed the Executive Session at 4:35 p.m.

Special Meeting
Call to Order

President Hanson called the Special Meeting to order at 4:40 p.m. so that the full Board could meet with the Finance, Administration and Marketing Subcommittee to review the draft of the Communications Plan. Attendance was noted as shown above and a quorum was present.

Discussion:
D.1 Review of Draft
Communications
Plan

Mr. Dickey and Mr. Astley asked the Board for their feedback on the draft of the Communication Plan. Board members discussed some of their frustration with the process and their expectations of the Plan.

Board members spoke specifically about ways that they can be more available to their constituents through the use of the Cherriot's website and asked that staff improve access to the information about the Board of Directors by including pictures of each Board member and improving visibility of the link to the Board of Directors page. The Board and staff discussed the pros and cons of making this change and agreed to give it a 30-day trial run. They also discussed setting

up a protocol for Board members who receive correspondence that should be directed to District staff for follow-up, comment or resolution.

Recommendations made in review of the draft Communications Plan document were to list measurable outcomes under the Community Goals and Outcomes rather than listing measurable activities; having five or six goals rather than 15 to keep it simple; including the Board of Directors under Assignments for the Actions because there are instances where staff should be there but there are some situations where staffing is not needed; and that it is helpful for Board members to have items to share when they attend meetings to promote success. It is a way the Board can help by being advocates.

President Hanson asked if there was anything in the budget to support the Plan. Mr. Pollock stated that the full Plan was not in the budget. Mr. Dickey explained that additional funds will be needed to fully implement the Plan as was discussed at the April 8th Budget Committee meeting.

Mr. Pollock asked that Board members send him any additional comments they may have for changes to the draft Plan so that they can be consolidated; and that a final version of the Plan will be presented to the Board for adoption at the May 27th Board meeting.

D.2 FY 2008-09
Audit

Ms. Mercier reviewed two methods of presenting the audit to the Board; either through the Finance, Administration & Marketing Subcommittee where the auditor can go into more detail or he can make a presentation before the full Board at a regular meeting. Either way, the audit would come to the full Board for acceptance. She announced that the Board will be asked to accept the Fiscal Year (FY) 2008-2009 Budget Audit at their April 22nd meeting and asked if there were any questions or concerns about the audit after hearing the District's auditor, Chuck Swank, from Grove, Mueller & Swank present their findings of the audited financial statement at the March 25th Board meeting. There were no questions.

D.3 Potential Fare
Increase

Mr. Dickey announced that every two years Board members are tasked per the fare review policy to review the District's fare structure. As a result, the Board will be asked at the April 22nd Board meeting to begin the public process for considering a potential fare increase effective September 7, 2010. He stated that staff will set up community listening sessions and the formal hearings will be held at Board meetings.

D.4 Community
Transit Task Force
Update

Mr. Pollock and Director Tarter briefed the Board on the April 5th Community Transit Task Force (CTTF) meeting where task force members and the CTTF work group met to discuss ways that the District can continue to improve efficiencies in-house and partner with other agencies to combine resources to save funds and work on a plan to build community relationships, partnerships and communication. The next meeting for the CTTF work group will be on May 3, 2010. They have been tasked with identifying community leaders that the Board can meet to ask the same set of questions and define a purpose.

Other Business Director Krebs reported that he sent out invitations to people interested in working together on a streetcar committee who will investigate, report their findings and make recommendations to the Full Board about the potential use of an electric streetcar in Salem. Director Thompson has also agreed to be on this committee.

Mr. Pollock stated that this was an opportunity to investigate a long range plan to expand and enhance service. He noted that the Board will meet for a strategic planning goal setting session on May 8th from 10:00 a.m. to 2:00 p.m.

Adjournment The meeting was adjourned at 6:25 p.m.

Respectfully submitted,

Shelley Hanson
President