

SUMMARY

BOARD OF DIRECTORS
Salem Area Mass Transit District

***** WORK SESSION *****

Thursday, December 9, 2010
City of Salem Council Chambers
555 Liberty St SE, Salem, OR 97301

CALL TO ORDER & NOTE OF ATTENDANCE

President Thompson called the regular meeting to order at 5:35 p.m.
Attendance was noted as shown below.

Present:

President Jerry Thompson; Directors Kelley, Green, Krebs, Tarter,
Christopher

Staff: **Staff:** Allan Pollock, General Manager; Paula Dixon, Director of
Human Resources; Steve Dickey, Director of Transportation Development;
Pat Mercier, Director of Finance; Sue Quick, Interim Director of Operations;
Jared Choc, Strategic Planning & Technology Services Manager; Linda
Galeazzi, Administrative Secretary

Guest: Pete Jossi, candidate for Board vacancy in Subdistrict #4

MEETING DISCUSSIONS

The purpose of the Board Work Session was to interview candidates
who applied to be considered for appointment to the Board vacancy in
Subdistrict #4 vacated by Shelley Hanson on October 28, 2010. There
were four inquiries and two applications received from Pete Jossi and
Robert Brownell. These candidates met the requirements to be
considered for the position – they are registered voters and they live in
Subdistrict #4.

Prior to the work session, Robert Brownell withdrew his application from
consideration in a written note due to family health issues [Herein given
as Attachment A and by this reference made a part of these minutes].

Pete Jossi answered questions from Board members about his
background, experience and reasons for wanting to serve on the transit
district' Board. His application is on file.

ADJOURNMENT

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

BOARD OF DIRECTORS
Salem Area Mass Transit District
December 9, 2010

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Moved to continue to keep the Board vacancy for Subdistrict #4 open and advertise again for candidates who may be interested in serving in this position	4
Nominated Pete Jossi as a candidate to be considered for the appointment to fill the vacant Board position representing Subdistrict #4	4
Appointed Pete Jossi to the vacant Board position representing Subdistrict #4 to serve from December 9, 2010 to June 30, 2011	4
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<u>Approval of Minutes</u>	
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• Resolution #10-07: Bank Signature Authorization Amendment	
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Moved to adopt Resolution #10-08 establishing new standards for advertising on District vehicles and property which shall be as the draft with the clerical corrections and with the inclusion of the prohibition of cigarettes and tobacco products, wine, beer and alcoholic products, and with the prohibition of gambling activity or any establishment whose primary business or primary income is derived from the conduct of gambling with the exception of the Oregon Lottery	9
<i>"NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SALEM AREA MASS TRANSIT DISTRICT:</i>	
1. <i>THAT District buses, paratransit vehicles, CARTS vehicles, passenger shelters, and customer service waiting areas may be made available for exterior and interior commercial advertising subject to the terms and conditions of this advertising policy. The foregoing locations for commercial advertising shall not be a public forum for display of speech.</i>	
2. <i>THAT no advertisement will be displayed or maintained if the advertisement or information contained in it:</i>	
a. <i>Is false, misleading or deceptive;</i>	
b. <i>Promotes unlawful or illegal goods, services or activities;</i>	
c. <i>Implies or declares an endorsement by the District of any goods, services or activities;</i>	

- d. *Contains any nudity, obscenity, sexual conduct, sexual excitement, or sadomasochistic abuse as those terms are defined in ORS 167.060, and as such law may be amended, modified or supplemented;*
 - e. *Contains an image or description which, if furnished or sent to a minor would give rise to a violation of ORS 167.0645, 167.070, 167.075, and/or 167.080, and as such law may be amended, modified or supplemented;*
 - f. *Contains an image or description which would give rise to a violation of ORS 167.087 and/or 167.090, as such law may be amended, modified or supplemented;*
 - g. ***Promotes the sale of tobacco or tobacco-related products;***
 - h. ***Promotes the sale of wine, liquor, beer, or distilled spirits;***
 - i. ***Promotes gambling activity or any establishment whose primary business or primary income is derived from the conduct of gambling with the exception of the Oregon Lottery whose funds are transferred to the state of Oregon to help fund critical programs that support education, economic development and natural resources;***
 - j. *Is demeaning or disparaging to an individual or a group, or is defamatory;*
 - k. *Supports or opposes a candidate, an issue, or cause;*
 - l. *Supports or opposes a religion, denomination, creed, tenet, or belief;*
 - m. *Displays any word, phrase, symbol, or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device; or*
 - n. ***Is signage or a display that would interfere in any way with a passenger's ability to access devices or equipment used by the passenger, such as stop request signal controls, or equipment designed to assist persons with disabilities.***
 - o. *Incorporates any rotating, revolving, or flashing devices, or any other moving parts, for on-bus advertising only.*
3. ***THAT nothing in this policy shall apply to display advertisements and notices placed by the District on District buses, paratransit vehicles, CARTS vehicles, passenger shelters, and in customer service waiting areas."***

Moved to authorize the General Manager to enter into a contract with Michelin North America Inc., for a five (5) year lease of bus tires effective January 1, 2011 to include an option year that expires on December 31, 2016 9

Moved to approve the selection of citizen members for the Courthouse Square Solutions Task Force 10

Moved to authorize the General Manager to negotiate the purchase of property (as was presented under agenda item #H.5 in Attachment A) from the City of Keizer for the development of the Keizer Transit Center 10

MINUTES

BOARD OF DIRECTORS
Salem Area Mass Transit District
December 9, 2010
City of Salem Council Chambers
555 Liberty St SE, Salem, OR 97301

Call To Order &
Note Of Attendance

President Thompson called the regular meeting to order at 6:30 p.m. Attendance was noted and a quorum was present.

Present: President Jerry Thompson; Directors Joe Green, Kate Tarter, Marcia Kelley, Ron Christopher, Bob Krebs

Staff: Allan Pollock, General Manager; Paula Dixon, Director of Human Resources; Steve Dickey, Director of Transportation Development; Pat Mercier, Director of Finance; Sue Quick, Interim Director of Operations; Gregg Thompson, Maintenance Manager; Jared Choc, Strategic Planning & Technology Services Manager; Robin Daniel, Rideshare & Outreach Coordinator; Linda Galeazzi, Administrative Secretary; SAMTD Legal Counsel, Ben Fetherston; SAMTD Labor Attorney, Akin Blitz (by conference phone during Executive Session at 9:30 p.m.)

ANNOUNCEMENTS
AGENDA CHANGES

There were no announcements or changes to the agenda.

BOARD OF
DIRECTORS
C.1 Board Member
Appointment
[6:33 PM]

Allan Pollock reported on the process for an appointment to the Board of Directors representing Subdistrict #4 from pages 1-2 of the agenda. Board members met in a work session prior to the regular meeting where candidate, Pete Jossi was interviewed for the vacancy. A second candidate, Robert Brownell, wrote a note to the Board prior to the meeting withdrawing his application for consideration [Herein given as Attachment A and by this reference made a part of these minutes].

Director Kelley moved to continue to keep the Board vacancy open for Subdistrict #4 and advertise a second time for candidates who may be interested in serving in this position. Director Krebs seconded.

Director Kelley stated that she liked having two candidates to choose from and thought it was a good idea to seek out other candidates.

Director Tarter stated that Subdistrict #4 was a tough position to fill and she would support anyone from the community who was willing to serve. Mr. Jossi stepped up and is willing to serve. The election for this position opens up in February. Others who are interested can file as candidates for this vacancy at that time.

Director Green voiced his concern about sending a terrible message to Mr. Jossi personally if they chose to advertise a second time and somebody is pushed to run so that the Board has a choice but then they vote for Mr. Jossi anyway.

Director Christopher agreed that Mr. Jossi was willing to serve even with no real experience, but he had done his research on transit and in February, he will have

to go through the election process to complete the term of this board vacancy.

The motion did not pass -

Yeah: Kelley, Thompson (2); **Nay:** Christopher, Green, and Tarter (3); **Abstain:** Krebs (1)

Director Green nominated Pete Jossi as a candidate to be considered for appointment to the vacant Board position representing Subdistrict #4. Director Tarter seconded.

Board members voted according to the Bylaws by written ballot–

Yeah: Christopher, Krebs, Green, Tarter (4); **Nay:** Kelley, Thompson (2)

Director Krebs moved to appoint Pete Jossi to the vacant Board position representing Subdistrict #4 to serve until June 30, 2011. Director Tarter seconded. The motion was passed unanimously.

OATH OF OFFICE

Recording Secretary and Notary Public, Ms. Galeazzi, administered the oath of office to appointed Board member Pete Jossi.

PUBLIC COMMENT

- Casey Campbell
- Maggie Crawford
- Robert Dyke
- Ann Borland

Casey Campbell, owner of Casey's Café, 466 Court St. NE, spoke as an advocate for the businesses along Court Street in the downtown area stating that they built their businesses around Courthouse Square and were devastated when the building was closed down and transit service was moved from the downtown area. There was a loss of 400 employees and thousands of riders as a result of that closure. They want to have the buses back where they belong. He and other businesses have been actively lobbying for and support the District's move to the perimeter of the Courthouse Square building.

Director Tarter thanked Mr. Campbell for truly being concerned about the downtown businesses and for being an avid supporter of transit having served on the Board in the past and now serving on the Community Transit Task Force.

Maggie Crawford, partner, Grand Vines Restaurant, 195 High St., came to show her support for the return of the buses to Courthouse Square. She has always supported transit but will push harder for funding for transit. She also recommended that the District and the County do something to beautify the fencing around the condemned Courthouse Square building.

Robert Dyke, federal employee, Equitable Center, 530 Center St NE., has been an avid rider and promoter of mass transit in general for the past seven years. He thanked the Board and staff, and the bus operators who have been wonderful to work with and be around. They all want to bring the buses back for the sake of the businesses downtown but he was concerned about locating the buses along the narrow street next to the Courthouse Square block for logistical and safety reasons with people walking across the street to use the system who don't use the crosswalks or wait for the signal and with the additional vehicular traffic. He suggested that in the future while the Courthouse structure is being dealt with, the pick up and drop off placement of the buses be located away from Courthouse Square. Mr. Dyke loved the placement of the temporary transit mall in front of the State Capitol. It was a

beautiful place to show up in the morning for work and depart from in the evening. It represented importance and big business in Oregon.

Ann Borland: Director Kelley read a portion of an email she received from constituent, Ann Borland, who stated that she had read an article in the Statesman Journal about the plans to move the transit mall back to its original location and about some upgrades from the current facility. This is good news for both bus riders and downtown businesses. The original Mall is centrally located and will be far easier for riders to drop in on local businesses and maybe spend a little money there if they don't have to walk several wet miserable blocks to get there.

Director Christopher asked what had been taken into consideration in moving the transit mall back to the perimeter of the Courthouse Square block with the possibility of reconstruction or tearing down the building in the future. Mr. Pollock stated that moving the transit mall to the Courthouse Square perimeter is not a long term solution but is a solution that allows the District to vacate away from the Capitol Mall area and improve safety for customers. They will have an opportunity to redefine what downtown service looks like while they are temporarily housed at Courthouse Square. If there is to be construction on one portion of Courthouse Square and transit service is affected, they will have the option to move the service to another area of the perimeter.

CONSENT
CALENDAR

Director Kelley moved to approve the Consent Calendar. Director Green seconded. The motion was unanimously passed.

ACTION ITEMS
H.1 Transit Mall
Relocation
[7:02 PM]

Mr. Pollock reported from pages 35-38 of the agenda the facts and findings for an intergovernmental agreement (IGA) with the City of Salem for the relocation of the transit mall to an on-street location on the perimeter of the Courthouse Square block. The City of Salem will request approval of this same IGA at their December 13th City Council meeting. Mr. Pollock reported that 300 plus businesses in the vicinity of Courthouse Square were approached with a letter asking for feedback (page 38 of the agenda). In addition, Mr. Pollock met with the Go Downtown Salem Associations' board of directors and the Downtown Advisory Board. Both Boards took action to support the downtown relocation of the transit mall. He noted that the supplemental packet attached to the Board agenda included letters of support and non-support of the relocation efforts. These will be entered into the public record and will also be delivered to the City of Salem for their meeting on December 13th.

In response to Director Tarter's question about the outreach to the businesses and neighbors, Mr. Dickey stated that they concentrated on a nine block area surrounding Courthouse Square from State Street to Center Street, and Cottage Street to Liberty Street including the Salem City Center. Overwhelmingly, the responses they received were either neutral or positive. One management staff person at the Equitable Center expressed their concerns about the loss of parking and the kinds of people that will be brought back to the transit mall location. Staff had one-on-one meetings with Casey Campbell, Bill Dorney, Carol Smith, and Suzi Bicknell who have good relationships with area businesses and they

provided a conduit for gathering feedback. Mr. Pollock sent information electronically to the director of the Department of Energy, the legislative administrator for the Legislature, Scott Burgess, the administrator for the Department of Administrative Services/Facilities and he met with the publisher of the Statesman Journal to make sure that any of their concerns were addressed.

Director Kelley stated that the transit mall location is a much better scenario than having major bus stop locations on the corners of downtown Salem with the numbers of bus patrons that the District has. In response to a public comment about TriMet and the streets of downtown Portland, she clarified that TriMet has major transit malls located in downtown Portland where parking and driving along the streets has been eliminated.

Mr. Pollock reported on the amenities that will be provided at the transit mall location including bus shelters, improved curbing, and modulars for customer service, security, and public restrooms. There will be enough room between buses for independent pull-out and for bus/bicycle commuters to place their bikes on buses and District Ordinances will be enforceable. He said the City of Salem has been wonderful to work with on the IGA. The term of the IGA is five years but it is hoped that the District will not need it for that long.

Directors Christopher and Krebs both stated that this was a win-win situation. Director Christopher was concerned that the public did not see the transit mall wandering from place to place. Director Krebs said the passengers would not have to cross the street to get to their bus, and downtown businesses were within 600 feet of the transit mall. He said the price tag for this move was very affordable compared to other alternatives that they looked at.

Director Green was concerned that they keep hearing about the undesirable people who hang around the transit mall. Mr. Dickey responded that the District was not able to enforce its Ordinances with the previous arrangement on the "North Block," but with the new arrangement, the District will have full authority according to the IGA to enforce their Ordinances and take action whether there is a real or perceived problem within the boundaries of the transit mall perimeter.

Director Tarter remarked that the Board is trying to do the best they can making the best of a bad situation using taxpayer dollars the best way that they can. The City has been a great partner given all of the timelines for public planning. She appreciated that the financial piece was really being looked at because it could ultimately have an impact on whether the public trusts them with their money or not as they begin to look at extended services.

Director Kelley moved to authorize the General Manager to complete negotiations and enter into an Intergovernmental Agreement with the City of Salem for an on-street transit mall on the perimeter of the Courthouse Square block. Director Tarter seconded. The motion was passed unanimously.

President Thompson reported on the extensive discussion at the Planning & Operations Subcommittee meeting about leasing or purchasing modulars, and

the cost for utility sewer hook-ups versus pumping costs. Mr. Dickey gave the Board an update of their options. Pumping costs were in the \$30,000 range each month so staff looked further into the option of a sanitary sewer hook up with the City. They will continue to evaluate the benefits of either leasing or purchasing the modulars before making a final decision.

Director Kelley moved to authorize the General Manager to enter into either a lease or a purchase agreement of a modular customer service facility to be located at the temporary transit mall. Director Green seconded.

Director Christopher wanted to be able to look at the costs before a final decision was made. Director Kelley suggested that this information be provided to the Executive Committee prior to staff making any formal decisions.

The motion was passed unanimously.

H.2: Resolution #10-08 Bus Advertising Policy [7:27 PM]

Mr. Dickey reported on the advertising policy amendments recommended to broaden the policy regarding content and placement of the advertisements; and the need to put together an RFP for a vendor to manage the District's advertising contract from pages 39-44 of the agenda. The term of the previous contract with Lamar Advertising expired but has been extended for six months.

President Thompson reported that the Planning & Operations Subcommittee recommended continuing the prohibition of tobacco products after reviewing the policy at their December 7th meeting. Director Krebs suggested there be a clarification in the policy that addressed no signage or displays that interfered with the operation of ADA devices for people with disabilities.

Director Kelley read from an article that tobacco advertising and promotion had greater influence than peer pressure on underage people; and medical costs associated with smoking totaled \$96 billion according to the federal government. She was not in favor of the tobacco advertising because of the number of middle and high school students who use transit as a result of Student Bus Pass Program.

Discussion ensued about the motivation to bring in more revenue with advertising and reasons for making changes to the advertising policy. Director Christopher suggested that they look into radio advertising with positive transit messages.

Director Tarter asked if there were customers wanting to advertise from any of the three categories – tobacco, alcoholic beverages or gambling - and was that a motivation for a change in the policy. She asked if the policy was applicable to pictures that are depicted with the products advertised. Mr. Dickey explained that a broader acceptance of content and locations would provide greater opportunity for generating advertising revenue while supporting the economy. Staff has heard comments from more prominent and growing businesses in the mid-valley such as the winery industry and microbreweries, but the current policy prohibits advertising by these businesses as it does for Spirit Mountain even though the 2X/Grand Ronde

commuter route services a lot of people who either patronize or work at the casino. Additionally, the District does not deal directly with clients who want to advertise on the buses; this is done through the vendor. They are responsible to let clients know what kinds of advertisements violate the policy. Pictures for products advertised is noted in Resolution #10-08 in the last paragraph under #2(A-K) on page 41 of the agenda. The District has the ultimate right to make those determinations as well.

Board members were united in their concerns about smoking and tobacco products. Directors Green, Jossi and Krebs expressed their concerns about advertising alcoholic beverages or establishments that sell alcoholic beverages. Director Krebs was not as opposed to promoting Spirit Mountain Casino but if they open it up to one casino, they would have to open it to all.

Director Christopher asked about the major advertisers and whether they may have concerns about the types of ads that are put on the buses. Mr. Dickey gave a general account of the agencies that currently advertise. Some of the advertisements have been blitzes from health insurance providers, or event based advertising, or public service announcements.

Director Tarter noted that the Route 2X service is funded by the Confederated Tribes of Grand Ronde and asked if they had a say in what advertisements went on the bus to Grand Ronde. Mr. Dickey stated that Lamar Advertising is the contractor. They determine what goes on the buses based on the current policy. Board members further discussed the types of ads that were currently on the buses and what kinds of controls were already in place.

Mr. Fetherston advised that the language in the current policy and the language in the proposed policy do not look at the establishment or the business that is sponsoring the ad. The policies look at the content of the ad and what the ad promotes. In response to President Thompson's example, Mr. Fetherston stated that an ad can promote a restaurant that serves alcoholic beverages as long as it does not promote the consumption of alcohol. In response to Director Tarter's example about wineries, Mr. Fetherston stated that it is the same analysis; does the ad promote the consumption of alcohol or does it promote a recreational activity.

Director Christopher commented on the delicacy of the gaming issue since the Oregon Lottery advertises on the buses yet they support education and other needs with their funding. He asked if this issue could be discussed further at a later date so that they had time to do some research.

In response to Director Green's question, Mr. Fetherston responded that the Board could frame a policy regarding gambling in any way that they want. For example, the policy could say that for every gambling ad that goes on a bus, there has to be a certain proportion of ads that are public service announcement about gambling addictions.

In response to Director Kelley's question, Mr. Dickey stated that they hoped to have the RFP out by the end of January.

Director Tarter wanted to spend more time on the Spirit Mountain issue because the District has a relationship with them and a route with them; and they give back a large amount of money to the community as does the Oregon Lottery. Spirit Mountain might also need to know that whether they purchase advertising or a competitor purchases advertising, they would not have control over which buses their ads are placed on; and it is appropriate that the Board have the final say on what pictures or content are placed in an ad.

Mr. Fetherston advised that the Board could adopt the proposed Resolution with the inclusion of the existing prohibitions on tobacco, alcohol and gambling; issue the RFP and enter into a contract. The Board can then make a decision on gambling and how they want to word the policy to make it more expansive. In answer to Director Krebs question, he suggested that they could carve out the Oregon Lottery as an exception from the gambling section. Mr. Fetherston also noted clerical corrections from the red-line version of the proposed resolution under Section #1 stating that it should read "*THAT District buses, paratransit vehicles, CARTS vehicles, passenger shelters, and customer service waiting areas may be made available...*" and under Section #3 where it should read "*THAT nothing in this policy shall apply to display advertisements and notices placed by the District on District buses, paratransit vehicles, CARTS vehicles, passenger shelters, and in customer service waiting areas.*"

Director Krebs moved to adopt Resolution #10-08 establishing new standards for advertising on District vehicles and property which shall be as the draft with the clerical corrections and the inclusion of the prohibition of cigarettes and tobacco products, wine, beer and alcoholic products, and with the prohibition of gambling activity or any establishment whose primary business or primary income is derived from the conduct of gambling with the exception of the Oregon Lottery. Director Tarter seconded.

Director Kelley questioned if would affect Spirit Mountain's ability to advertise about other things such as their food and the buffet. Mr. Fetherston advised that the language of the resolution would prohibit that because it is an establishment whose primary business is gambling.

The motion was passed unanimously.

H.3 Tire Lease
[8:05 PM]

Ms. Quick reported on the process to award the tire lease contract to Michelin North America Inc., from pages 45-46 of the agenda. Mr. Thompson explained what happens to the tires that are currently on the buses with a 36 run out period.

Director Green moved to authorize the General Manager to enter into a contract with Michelin North America Inc., for a five (5) year lease of bus tires effective January 1, 2011 to include an option year that expires on December 31, 2016. Director Christopher seconded. The motion was unanimously passed.

H.4 CH2 Solutions Task Force [8:07 PM]

Mr. Pollock reported the facts and findings on the citizen appointments to the Courthouse Square Solutions Task Force that was developed to provide a course of action for the resolution of the Courthouse Square building and transit mall from pages 47-50 of the agenda.

Director Krebs moved to approve the selection of citizen members for the Courthouse Square Solutions Task Force. Director Tarter seconded. The motion was passed unanimously.

H.5 Purchase Property – KTC [8:10 PM]

Mr. Dickey reported the facts and findings of the process to purchase property for the Keizer Transit Center from the supplemental packet of the agenda that included a legal description of the property in Keizer Station-Area B (*a portion of Parcel 2 as described and recorded in Reel 2391 Deed Records for Marion County, Oregon and the entirety of that certain tract of land conveyed by deed to the URA of the City of Keizer in Reel 2427, Page 181 Deed Records for Marion County, Oregon*). The value of the property in the appraisal is \$1.77 million was based on the Federal Uniform Relocation Act.

In response to Director Tarter’s request, Mr. Dickey explained where the funds came from to pay for a new transit center but cannot be used for the temporary transit mall because some of the District’s capital projects have local revenue in their mix in order to match federal grants that the District receives to construct these projects. The monies identified for the Keizer Transit Center project are specifically identified for that project through both the State of Oregon and through the federal government earmark process and ARRA. In this case, the state money acts as the local match through the Connect Oregon grant. The District does not have the latitude to take those monies and apply them to other projects or for operational expenses.

Director Christopher moved to authorize the General Manager to negotiate the purchase of property (as was presented under agenda item #H.5 in Attachment A) from the City of Keizer for the development of the Keizer Transit Center. Director Tarter seconded. The motion was passed unanimously.

REPORTS J.1 FY10 Year-end Budget [8:22 PM]

Pat Mercier reviewed a draft of the fourth quarter report for the FY 10 budget as of June 30, 2010 highlighting the revenue and expenditures in the General Fund by departments over or under by at least 5% (from pages 51-55 of the agenda); the budget for Capital Projects Fund (pages 56-57) and Special Transportation (pages 58-62). Overall, General Fund spending was just over 90%:

<u>General Fund</u>	<u>Budgeted</u>	<u>Actual</u>
• Total Revenue	\$23,162,259.00	\$23,892,709.04
• Total Expenditures	\$22,776,124.00	\$20,549,469.63

J.2 Financial Report 1st Qtr - 2011 [8:41 PM]

Ms. Mercier reviewed the first quarter report for the FY 11 Budget as of September 30, 2010 from pages 63-67 of the agenda; Capital Funds (pages 68-69); and Special Transportation Funds (pages 70-74) . Overall, General Fund spending was just over 21%:

<u>General Fund</u>	<u>Budgeted</u>	<u>Actual – 1st Qtr</u>
• Total Revenue	\$23,536,266.00	\$747,042.32
• Total Expenditures	\$22,543,477.00	\$4,862,023.19

J.3 Rideshare
Report – 1st Qtr

Roxanne Daniel presented the First Quarter Report for the Cherriots Rideshare/Transportation Demand Management (TDM) Program from pages 75-77 of the agenda. This report is submitted to the Oregon Department of Transportation's (ODOT) Public Transit Division along with a reimbursement request for grant funding that had been established with an annual work plan consisting of Rideshare/TDM related goals and metrics by the Cherriots Rideshare coordinator, the Public Transit Division and the Mid-Willamette Valley Council of Governments (MWVCOG). Ms. Daniel also gave a final report on the Fast Lane Commuter Challenge, a social marketing initiative aimed at promoting both new and expanded use of local transportation options among area commuters from pages 78-87 of the agenda. The campaign kicked off on May 3, 2010 and ran through July 9, 2010.

Mr. Choc reviewed the monthly performance report for Cherriots fixed-route service, CARTS and CherryLift paratransit service from the supplemental packet of the agenda. The Cherriots report also included data on historic ridership and passengers per hour from FY 05/06 to the present and a current fare summary route summary.

J.4 Performance
Report [9:00 PM]

October 2010	Fixed-Route	CARTS	CherryLift
Passenger Trips	378,037	10,328	9,002
Passengers per hour	36.3	7.5	2.1
Passengers per mile	2.3	0.4	0.2
Total Actual Miles	185,124		204
Revenue Miles/day	31,448	26,941	2,825
Revenue Hours/day	10,403	65	208
Service Days	21	22	21

J.5 Subcommittee
Reports

Received and Filed

J.6 Departmental
Staff Reports

Received and Filed

**BOARD &
MANAGEMENT**
General Manager
[9:10 PM]

Allan Pollock reported that he graduated with the 2010 Leadership Keizer Class. He announced that an employee holiday potluck has been planned for Thursday, December 16th and Board members were invited to attend. He asked the Board to review a revised Board Activity Calendar and give him feedback, and he wished everyone a happy holiday season.

Board President
[9:12 PM]

President Thompson announced that a strategic planning session will be scheduled in January. Board members will receive a revised draft of the strategic plan prior to this session. President Thompson stated that the Community Transit Task Force (CTTF) reviewed eight different service scenarios and the cost to implement the additional service at their December

6th meeting. He appreciated Director Tarter's leadership as co-chair for the CTF and has been impressed with their impact on the transit district. The CTF will meet again February 7, 2011. He noted that Board members and staff toured the EK Coaches facility in Woodburn on December 9th where the District's twelve paratransit vehicles were built. He announced that there were four board members on the Courthouse Square Solutions Task Force but all were invited to attend the meetings if they could. In looking back at all the District has gone through with the transit mall relocation, he stated that the year 2011 promises to be a better than the last.

Board of Directors

Board members reviewed their past month's activities:

- Director Kelley attended the MWACT meeting where they discussed the use of "roundabouts." She noted that Tim Potter, area manager, is the interim Governmental Relations Manager for ODOT. She also attended the December CTF meeting and has otherwise been sick.
- Director Krebs met with Senator Courtney, and the Fay Wright and Morningside Neighborhood Associations. He attended the Salem-Keizer Area Transportation Study (SKATS) meeting where they approved recommendations for the Transportation Enhancement Program. He also produced a CD he with memorabilia and pictures of rail.
- Director Christopher attended a McNary event and met with Pete Jossi and Robert Brownell, candidates for the Board vacancy position. He applauded Mr. Jossi for stepping up and being willing to serve as a Board member.
- Director Tarter attended the Courthouse Square Solutions Task Force meeting where citizen members were chosen to participate on the task force. The Legislative Subcommittee discussed the new contract the District has for federal lobbying services with CFM Strategic Communications.
- Director Green attended the Planning & Operations Subcommittee and the Legislative Subcommittee meetings.

RECESS

President Thompson recessed the regular meeting at 9:24 p.m.

EXECUTIVE
SESSION

President Thompson opened the executive session at 9:30 p.m. Akin Blitz, SAMTD labor counsel was in attendance via conference call where he and Paula Dixon reviewed proposals having to do with the labor negotiations that were under discussion with the ATU.

ADJOURNED

President Thompson closed the executive session at 10:27 p.m. and opened back into regular session. There was no further business so he adjourned the regular meeting at 10:27 p.m.

Respectfully submitted,

Jerry Thompson
President

Attachment (1)

Allan Pollock

From: robert brownell [robertb627@gmail.com]
Sent: Thursday, December 09, 2010 4:23 PM
To: Allan Pollock
Subject: Fwd: transit board position

----- Forwarded message -----

From: robert brownell <robertb627@gmail.com>
Date: Thu, Dec 9, 2010 at 4:50 PM
Subject: transit board position
To: skt@cheriots.org

Due to Medical problems recently incurred by my wife I have decided to withdraw my name from consideration for the East Salem, Transit Board position. I do not feel that at this time I would be able to devote my full attention to the business of the board and would not be able to participate at a level that I would be satisfied with.

Sincerely Yours

Robert M. Brownell