

## SUMMARY

### **BOARD OF DIRECTORS Salem Area Mass Transit District**

#### **\* \* \* Strategic Planning Session \* \* \***

**Saturday, January 22, 2011  
Chemeketa Center for Business & Industry  
626 High St. NE, Salem, OR 97301**

#### **CALL TO ORDER & NOTE OF ATTENDANCE**

President Thompson called the session to order at 9:00 a.m. Attendance was noted as shown below.

**Present:** President Jerry Thompson, Directors Joe Green, Kate Tarter, Ron Christopher, Marcia Kelley, Pete Jossi, 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, Director of Operations, Jared Choc, Strategic Planning/ Technology Services Manager, Chad Fosnight, Capital Projects Manager, Linda Galeazzi, Administrative Secretary

**Guests:** Greg Astley, consultant; John Gear, citizen

#### **MEETING DISCUSSIONS**

Facilitator, Jared Choc reviewed the strategic planning process from February 2010 to the present. Feedback from staff and the public was presented and Board members reviewed an annual and quarterly reporting schedule to keep the Strategic Plan current after it is adopted and implemented on July 1, 2011.

Board members discussed and agreed upon a proposed Vision Statement that will be included in the Strategic Plan – “Making a positive difference regionally by enhancing community livability through innovative, sustainable transportation options.” They also discussed a proposed Mission statement and Values that will be included in the Strategic Plan.

Mr. Choc introduced the GOST Model (Goals, Objectives, Strategies and Tasks) to create a Work Plan and the steps involved that will include divisional meetings and work plans, and an organization work plan that is tied to the budget. Board members further discussed these goals:

- Provide an exceptional transportation experience
- Ensure Organizational Viability
- Partner with the Community
- Improve and promote environmental sustainability
- Be an employer of choice

- Improve connectivity

Steve Dickey gave a presentation on the visual elements of the Plan with the content, pictures and color to convey the message “connecting people to places” and present a pleasing product.

Mr. Astley asked the Board if there were any other issues to address prior to their acceptance of the Strategic Plan and reviewed their next steps in more detail. Survey work will be done on service levels, rates and fares, and taxes. There will be an organizational structure review to match the Strategic Plan’s objectives, a work plan development and budget development.

Mr. Pollock applauded the work that had been done and the process to create the Strategic Plan. The final draft of the Strategic Plan for Fiscal Year 2011/2012 will go before the Board for approval at their January 24<sup>th</sup> meeting.

In other business, Mr. Pollock asked that the Board to think about future considerations for Courthouse Square as the Courthouse Square Solutions Task Force meetings begin to review their options and recommend solutions. There will be a meeting of the task force on February 1st. They will continue to meet on the first and third Tuesdays of the month for several months. There will also be a joint meeting with the Marion County and the District’s Board of Directors on January 31<sup>st</sup> to discuss the needs of each agency when deciding what to do about Courthouse Square. Referring to an editorial “Courthouse Square: Is it Worth the Cost?” in the Sunday Statesman Journal posted on January 21<sup>st</sup>, he said that ideas should have public input whatever they may be.

There was discussion about the process for choosing the transit mall location in prior years, how that was determined and why; and further discussion about the requirements for the federal earmarks that transit agencies in Oregon received through the efforts of Senator Mark Hatfield. The District received a portion of this federal money to purchase 42% of the land for Courthouse Square and the transit mall.

**ADJOURNMENT**

The meeting was adjourned at 1:43 p.m.

Respectfully,

Jerry Thompson  
President