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**Oregon Transit Association  
Board of Directors Meeting  
June 18, 2018**

***Present***

Members: President Julie Brown, Vice President Lisa Scherf (phone), Dwight Brashear, Mary Jo Carpenter (phone), Kim Curley (phone), Aaron Deas, Andi Howell, Susan Johnson (phone), Doug Pilant, Allan Pollock, Kimberly Stanchfield, Mike Stinson (phone), Elaine Wells

Guests: Karyn Criswell (ODOT-RPT); Dale Penn (Salem-Keizer Transit); Zack Reeves (Salem-Keizer Transit); Edward McGlone (LTD – phone); Eryan Andries (Lane Transit District - phone)

Staff: Kelly Ross (Western Advocates) and Drew Hagedorn (Tonkon Torp)

***Meeting was called to order at 10:03 a.m. by President Julie Brown.***

***Agenda***

Consensus of the Board to approve the agenda as distributed.

***Minutes***

Motion by Wells, seconded by Pilant, to approve the May 15<sup>th</sup> Board meeting minutes as distributed. *Motion passed unanimously.*

***Treasurer's Report***

In the absence of Treasurer Friend, Ross summarized the financial report for the period ending May 31<sup>st</sup> and highlighted the following:

- Minimal financial activity during the month except for contracted payments for administration and advocacy.
- \$1,450 in Miscellaneous Administrative Expense is \$270 for the annual fee for the listserv; \$250 for lunches served during the strategic planning session; and \$930 to Pam Wilson for facilitating the strategic planning session.

***Legislative Update***

In the absence of Hagedorn, Penn reported:

- Now is a slow time at the capitol, with legislators gearing up campaigns for the November elections.
- Kate Brown and Knute Buehler will be in a very heated race for Governor; Reeves reported that Shemia Fagan defeated incumbent Rod Monroe in the race for Senate District 24.
- In response to a question from Brown regarding the status of elderly and disabled funding, Penn said that OTA will need to protect those funds going forward—former legislators Rep. Buckley and Sen. Devlin were big advocates in the past and new defenders will need to be identified. He recommended that the Senior/Disabled

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Coalition be the major leader on this effort and it will really depend on who the Ways & Means Co-Chairs are. Personal stories from riders will be key to messaging.

- There is discussion surrounding the IP37 Initiative to ban taxes on groceries that it could impact gas and vehicle taxes.

### ***Discussion of HB2017 Rulemaking Key Elements***

Criswell reported:

- The Oregon Transportation Commission is scheduled to adopt the administrative rules on Friday, June 22<sup>nd</sup>.
- Hoping to get STIF template and guidance documents out by August 1st.
- ODOT is partnering with the Association of Oregon Counties for promotion and distribution of information.

Brown suggested looking to PTAC to drill down on STIF plans before they go to the OTC.

Brashear expressed concern about the compressed timeline that qualified entities have put forth.

Brown asked everyone to send their versions of bylaws that are adopted to OTA so they can be posted on the website for members to access.

### ***Executive Director Report***

Strategic Communications Plan – Ross reminded the Board that development of a strategic communications plan was identified at the May meeting as a top priority for the next year. He explained that, because of a lack of experience with development of such a plan, he asked Dale Penn of CFM Strategic Communications and one of his partners, Gary Conkling, to provide a draft proposal of how they would tackle such a task and possible costs involved (the proposal was distributed to Board members in advance of the meeting).

Howell asked for clarification on what the deliverables under the proposal would be and whether they would be in addition to the overall costs for development of the plan and research.

Brown said there are two ways OTA could go on the proposal—have Ross meet with the CFM and work on it, or have the Board enter into discussions with CFM and ask questions.

Carpenter asked whether funds had been allocated for this purpose in the recently adopted budget; Ross said no, that the Board's consensus was not to allocate a specific amount, but to do more research on potential expenses and come back to the Board for approval.

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Deas asked whether the website is really a significant communications tool and, if not, do we want to devote additional dollars to it. Brown said that OTA had spent a significant amount on the Better Transit Oregon project and would like to see it linked to the website.

Deas agreed and said that he thinks we should devote resources to updating Better Transit Oregon with information about STIF projects and senior/disabled funding.

McGlone said that he agrees with Deas on the website.

Brown said that this comes down to the question, “What do our members want?” and we need to work on answering that question before investing funds in a communications plan.

Ross said that it would be a good idea to do some research with our members and to find out more about their needs and desires.

Brown asked Penn for his input and he said that all of the questions that have been raised are exactly what should be asked—it is crucial to have a good understanding of what members need and Better Transit Oregon should be updated.

Brown suggested that she and Ross meet in July and work on developing a membership survey. Ross agreed that this would be a good way to proceed and said that it would be good to also have involvement from CFM on the survey.

Draft Logo Re-Designs – Ross had previously sent four new design options out to the Board—consensus of the Board is to go with #4:

### ***ODOT/PTD Report***

Criswell reported:

- Recruitments for four positions are still open and will be until June 20<sup>th</sup>, hope to have people in place sometime in August.
- Training offering coming up for transit manager training.
- Oregon Public Transportation Plan is out for public comment.
- FTA is expected to release draft state safety rule soon.
- The Department of Homeland Security has selected Oregon for an assessment of resiliency

### ***Agency Updates***

- Stanchfield (Knowledge in Mobility) – South Clackamas Transit had the grand opening of their new transit center.

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- Curley (ToGo) – Will be having a ribbon cutting on the new Redmond transit hub.
  - Pilant (Tillamook County Transportation District) – New Tillamook Cheese visitor center opens this week.
  - Carpenter (Community Connection of NE Oregon) – ODOT is contacting people to get stories about potential benefits of HB 2017 for a social media program.

Meeting was adjourned at 12:00 p.m.