



Regular Board Meeting Minutes

Thursday, February 27, 2014

9:00 am – 12:00 pm

Location – Salem Keizer Transit Offices

BOARD MEMBERS PRESENT:

Roxanne Rolls, Cherriots

Theresa Brand, Point2point *(by phone)*

Cathy Cibor, Alta Planning & Design

Kiki Dohman, Cherriots

Tracy Ellis, Point2point

Derek Hofbauer, Metro/Alta Planning

Audrey Shuffield, vRide

Dan Kaempff, Metro *(by phone)*

Leslee Moore, Enterprise Rideshare

Paige Townsend, RVTD

Scott Turnoy, MCEDD

Phil Warnock, Cascades West COG

Chris Watchie, TransWatch

ASSOCIATE MEMBERS PRESENT:

Kelsey Bayless, vRide

Tarah Campi, Cascades West COG

Chris Carcich, Enterprise Rideshare

Elisabeth Pietila, Sunset Transportation

Jessica Silverman, vRide

Larisa Varela, ODOT

James Connolly, Enterprise Carshare

With a quorum present, President Roxanne Rolls called the meeting to order at 9:00 am.

APPROVAL OF MINUTES FROM DECEMBER 5, 2013

After noting the “Statewide TO Meeting Planning and Budget Section” should read as follows:

STATEWIDE TO MEETING PLANNING AND BUDGETING

Expenses for the Statewide TO meeting are rising due to increased attendance. Roxanne announced that it will be necessary to increase the meeting budget to \$675 each. Due to the increase, ToGo will bill ODOT at a higher rate to cover the cost of the quarterly meetings. Larisa asked that ToGo send her three separate invoices for ODOT membership, travel sponsorships, and TO meeting budgeting.

It was **MOVED, SECONDED**, and **APPROVED** that the minutes from the December 5, 2013 meeting be adopted as amended.

TREASURER’S REPORT

Leslee Moore presented the Treasurer’s Report indicating that there had not been a lot of activity. The balance ending 02/27/14 was \$6,144.31 which includes the OATS Conference Sponsorship of \$1,000 paid out on 01/28/14.

MEMBERSHIP REPORT

Audrey Shuffield advised that she had sent an email to all 2013 active members that we had not yet received their annual membership application and fee. She had a good response and we should start receiving payments in March.

BOARD CHANGES

Roxanne advised the group that we had received and accepted Tracy Ellis' resignation as Vice-President and announced that Scott Turnoy will now be serving in this role.

WEBSITE UPDATE

Derek Hofbauer provided us with information on adding the calendar feature with a link to minutes and agendas. According to **Farrin**, who has move companies, the Google calendar will cost us approximately \$500 with a half hour training session and the Drupal calendar will cost \$400. The Google calendar seemed to be the consensus of the group. Derek will be doing some more research on this before moving forward. Phil Warnock made the motion that we should go with the Google calendar once Derek and the communication committee found the most cost effective way to move forward. Scott Turnoy seconded the motion.

COMMITTEE UPDATES

Membership Committee

Tracy Ellis drafted a membership letter that will be posted under the Membership tab on the ToGo website and Facebook page. In addition, Tracy volunteered to develop an invoice to send out along with the membership letters, The Membership Committee has been tasked with developing a Recruiting Guidelines.

Budget Committee

I don't have any notes for an update. Did I miss something on this? Leslee???

Communications Committee

During the Communications committee update, we discussed the protocol for updating the website. Currently, we send everything to Derek Hofbauer and Scott Turnoy. We discussed allowing the Board or others who can add events and it was decided that we needed to set up guideline on how we update site and with what content.

Strategic Planning Committee

Chris Watchie and Paige Townsend provide the Strategic Planning Committee update. They talked about the amazing amount that we have accomplished over the past 5 years. There is a lot more on the horizon and we need to edge and avoid becoming stale. They challenged to consider the following:

- Seeing more and more folks entering and talking about TO. How does ToGo fit into the new generation of TO?
- How do non-profits move forward public agenda?
- Is there a topic/agenda item that government isn't providing that we want to take on and get it to be part of the norm in 5 – 10 years?
- More regulation for body of TO
- Lead discussion on this in market based manner. What are the financial benefits of these? How do we partner with private sector to that benefits the public?
- Where do we want to push TO next?
- How do we leverage private sector and realize their energy?

- Advocating open source data.
- Looking at ridesharing as robust TO option over 5 years.
 - Delivering at state level. What is the delivery system at this level?
 - FTE: What is the support at the state level.
 - Funding/Lobbying (ask is in January 2015 legislative session).
 - Join forces with OTA & do our own ask?
 - “Untraditional Transportation Funding”
 - Agencies running out of traditional funding, but leaving moneys on the table.
 - Enough resources to show why we should fund in 2015 (not as strong).
 - What is the need?
- PTAC: Use our rep (Kim Curley) to get our messaging and benefits of TO.

Conference Planning

The Conference Committee made up of Phil and Tracy asked the group for their ideas on a theme for the conference in Seaside. We discussed the TO related subjects and how we can tie in Bridging the Divide between Generational Differences. Themes that were suggested were:

- 9 – 90: Suitable for All Ages
- The Game of Life: Rated E for Everyone & M for Mobility
- Mystery Mode: Seating by mobility
- My Option – Your Mobility
- Reinvent the Wheel

They asked to have any ideas for themes, topics, and speakers to Tracy.

Education/Training Committee

Discussions about the second biannual WSRO/ToGo joint conference scheduled for March/April 2015 have begun. The committee reported that part of the travel restriction for Washington has been lifted. Some of the locations that are being discussed are Vancouver, Walla Walla, and Portland.

ToGo/STATEWIDE TO MEETING SCHEDULING

4/21 – 4/22		Oregon Active Transportation Summit	Salem Convention Center
4/23/14	TBD	Statewide TO/ToGo Board Meeting	Corvallis *
4/24/14	10:00 a.m.	TO Topic Plan Advisory Committee	Chemeketa Center for Business/Indust
5/29/14	10:00 a.m.	TO Topic Plan Advisory Committee	TBD/Salem
6/5/14	TBD	ToGo Board Meeting	Rogue Valley
6/6/14	10:00 a.m.	Statewide TO Meeting	Rogue Valley
6/26/14	10:00 a.m.	TO Topic Plan Advisory Committee	TBD/Salem
September (TBD)		Statewide TO/ToGo meetings	Hood River
Oct 19-22	TBD	Annual Board Meeting	Seaside

GOOD OF THE ORDER

Roxanne Rolls brought forth Jeff Monson’s request to have ToGo sponsor Brian Potwin’s trip to the Bike Summit in Washington DC where he will be a presenter for the Bicycle Diversion Class. After further discussion, it was decided that this fell outside of what the ToGo sponsorships were meant for. The Education/Training committee was tasked with further developing the guidelines for scholarships taking off with where Nathan Broom left off in the spring 2013. Audrey Shuffield will forward the latest guidelines that were drafted and Larissa Varela will provide a copy of ODOT’s scholarship form.

With no further discussion, the meeting was adjourned.

Respectfully submitted by Audrey Shuffield