



SUNSET EMPIRE TRANSPORTATION DISTRICT

**BOARD OF COMMISSIONERS  
MEETING MINUTES  
THURSDAY August 22, 2013**

1. CALL TO ORDER- Chair Paul Lewicki called the meeting to order at 9:05 AM.

2. ROLL CALL:

Present: Chair Paul Lewicki, Commissioner Marcia Fenske, Commissioner Carol Gearin, Commissioner Rae Goforth, Commissioner Kathy Kleczek and Commissioner Kevin Widener  
Excused: Commissioner Neal Smith

Staff Present: Jay Flint, Executive Director Mary Parker, Executive Assistant, Lori Karl, Human Resources, John Layton, IT Specialist, Julia Takko, Accounting Specialist, Jason Jones, NWRC Manager, Elisabeth Pietila, Mobility

3. CHANGES TO AGENDA-Chair Lewicki will be appointing an Executive Director Evaluation Committee under the Other Items section.

4. APPROVAL OF July 25, 2013 BOARD MEETING MINUTES-

*Corrections:* Commissioner Widener noted that Board Vice Chair election results were done by a show of hands with Commissioner Fenske 4 and Commissioner Gearin 3. "Commissioner Fenske seconded the motion" for Board Secretary was left out of the minutes and a spelling error was noted.

**Commissioner Goforth moved to accept the July 2013 Board Meeting Minutes as corrected.**

**Commissioner Widener seconded the motion**

**Motion passed by unanimous aye vote.**

5. REPORTS FROM CHAIR AND COMMISSIONERS

- Commissioner Goforth- Reported that she had attended the NWRC meeting in St. Helens and that Jason had made a very nice presentation. Commissioner Goforth discussed the importance of the Senior and Disabled Advisory Committee and the current need for new members. Board members had several suggestions for possible candidates and for reaching possible candidates. The next Senior and Disabled Committee meeting is Sept. 12<sup>th</sup>. Jay reported that Mary had placed public announcements in the paper and radio for volunteers and the position is also posted on our web page. Jay said that they looking for someone from one of the agencies that served by the same clients. Meetings are held quarterly.
- Commissioner Kleczek- Reported that besides a few hiccups the new routes in South County seem to be working and the connections are a little better. She reported hearing from the Cannon Beach Chamber that they need schedules. Commissioner Kleczek commented that the chambers and visitor centers need some outreach about how to give out bus information and about how to ride the bus. She has heard from customers that they have been directed to a bus stop and told to call the number on the bus stop sign, but this is impossible in Cannon Beach

because the phone numbers have been scratched off or information is no longer valid. She suggested that maybe some education to visitors centers would help increase ridership because they would be giving out better information. Jay responded that he thought that the outreach and education was a very good and the new schedules had been delayed due to changes with route 30 but are going to be sent to the printer next week. Jay also reported new signage from the Connector grant is scheduled to be installed in Cannon Beach soon which will have our logo, address and phone number on them.

- Commissioner Fenske- Reported her concerns about a new Column Shuttle. She said a cruise boat was in and she had seen a sign that said "Column Shuttle". She said she emailed Jay and Paul with her concerns. Jay said it is a deviation of the Route 11. Jay responded that there is a route in the afternoons now and it is Route 11 with an extra added route to the Column, but it is not charter. Commissioner Fenske said her concerns are that it could be competing with the tour industry and this is in a gray area. She commented that if the Route 11 also has a loop to the Column that's fine, but if you are doing a special little loop to the Column and back I think we're going to get in trouble. Jay responded that SETD was actually asked by the tour company to provide this service. Jay said that Bruce Conner and Mitch Michener were having trouble getting busses available in the afternoon. They asked if we will add this to our schedule in the fall. Jay explained it is a public route, it is part of what we do on that day and it is just like going to the Maritime museum. There is no reason we cannot go to the Column and we are not competing with anyone there because we are going at their request. Commissioner Fenske asked if going to the Maritime Museum is also part of the loop. Jay said yes. Commissioner Fenske asked if the bus going to the Column is the Route 11 or does it just go to the Column and back? Jay responded that it just goes up and back. Commissioner Fenske said that's what she meant that it should just be part of the loop and we should not run a separate bus. Jay asked why she was worried. Commissioner Goforth said that one of the problems before was we were competing with the tours that were sold on the ship and the ship got really mad. Commissioner Fenske asked why the established tour companies are not doing the Column route. Chair Lewicki agreed that Commissioner Fenske had a valid point, but he was keeping an eye on the meeting length and wanted everyone to be able to say their piece and had something to say as well. Commissioner Gearin said her only question is our big problem with ODOT was that we were competing so if you are using a different bus why can't you say we have an afternoon loop and call it the Route #12 and we're not competing and it is a regular loop just like the Route 11. Commissioner Fenske said she would like ODOT to say the Column route is ok. Chair Lewicki commented that anytime we have a service that we term shuttle he is afraid we are offering up the perception that it is the same old thing again. Chair Lewicki did not see any problem in calling it the Column Line rather than the Column shuttle and told Jay that this is your call and we count on you keeping us in line with the law, but the perception that we are running a shuttle is right on the side of our bus even if it is not the shuttle that got us in trouble before. Chair Lewicki also asked Jay if we add a new route don't we need to publish and announce the new route information before we actually add the route, and did we do that and do we have time tables for this new route? Jay answered no and no. Chair Lewicki told Jay that you and I have talked about routes and time tables and that is not necessarily something the Board needs to be involved in but for the Board to find out by seeing a bus going someplace with a sign on it saying shuttle that we didn't know about, it raised a little concern on my part too. Chair Lewicki suggested that that you or your staff just send the Board a little blurb informing them of the new route information ahead of time. Jay said he would make sure that happens. Jay explained that the catch points of charter services is exclusivity and third party payments and when you

combine those with a service that is when you get into charter service. Jay also explained that there was a lack of notification because this route was just as an experiment to try it out to see if it would work and are just in a pilot phase, so that is why there was not a full blown advertisement over it. Jay also explained that the word shuttle is more semantics but he said if the Board is sensitive to the word he would remove it. Jay said we have a Cannon Beach Shuttle which has been called a shuttle for a long time and is not illegal. The shuttle that was a problem was the Cruise Shuttle. Jay explained that the Column shuttle is a designation and it has actually not been written down on anything. Commissioner Fenske said it was a slippery slope and it was manned by cruise hosts and the perception is there. Jay clarified that all Route 11 stops have cruise hosts at them to assist riders. Chair Lewicki asked Jay how long he would want to experiment before he will make a decision. Jay said he wants to see what happens with a large cruise ship. Commissioner Goforth said that the shuttle got us in trouble before and we have tried to reeducate the hosts to call this the Route 11. Chair Lewicki asked Jay to let the Board know either way what he decides, and if the Column route is going to continue it should be announced and published like all the other routes are even if it is seasonal because he does not think we want to take the slightest chance that we are backsliding and he is counting on Jay for compliance and counting on the Board for perceptions. Commissioner Kleczek asked if this route is something we should look at running in the summertime during the tourist season to alleviate traffic and parking and give accessibility of the Column to more people. Jay said he has been considering adding the Column to the Route 10 since it goes up to the college and it would not be that much farther to go to the Column .

- Commissioner Gearin- Nothing to report at this time.
- Commissioner Widener- Nothing to report at this time.
- Chair Lewicki-Reported that he had attended the SDAO Conference in Glenedan Beach on Board Roles Responsibilities and Liabilities. The instructions were given by an attorney with George Dunkel as moderator. Chair Lewicki said it was very good and that he hoped Commissioner Kleczek and Widener would be able to attend later this year. Chair Lewicki said one thing he wanted to share was when you do emails that concern district business that it is best to use your district ridethebus email address because if you use your own email address and there is some legal action, your personal computer and its contents can be subpoenaed. Chair Lewicki also reported that he attended the Boot Camp for Newly Elected Officials at Portland State. There were about 20 people that attended from all over the state which focused on what is expected of public officials. Chair Lewicki reported he met with Jay and Ifocus and discussed our website, Edocs and electronic board packs. He also met with Jay and Tiffany Estes, who will be speaking to the Board today about our rebranding effort. Chair Lewicki met with Jay and discussed general business, length of Board meetings and other issues. Chair Lewicki and Jay also had a meeting with ODOT and Columbia County over the issues that Janet Wright had brought to our last meeting which Jay will discuss later in this meeting. Chair Lewicki also said he was serious about the meetings not running unnecessarily long as we go forward so we will not have Jay read the reports that he has placed in our Board packs for us.

6. PUBLIC COMMENT- None

7. FINANCIAL REPORTS- There were questions about the formatting problems on several pages of the report which Jay said he could not change because he received the reports in pdf format. Jay said he and Paul have a meeting planned to set up the new financial formatting for the Board and there will be a draft ready for the next Board meeting. Commissioner Gearin asked if the fare total was accurate. Jay said that fares have increased and we are receiving a 15% commission on all the NW

Point sales and the total is correct. There was discussion and clarification about how expenses are shown against the budget. Commissioner Gearin asked if there could be an explanation of some kind when we are over budget or make large payments or purchases. Commissioner Gearin asked if the rental agreement could be broken out for July. Jay said he forgot to include that in his report and will send this information to the Board.

**Commissioner Goforth moved to accept the July 2013 financials as presented.**

**Commissioner Widener seconded the motion**

**Discussion-** Commissioner Kleczek asked about the Accounts Receivable Aging Summary accounts that are greater than 90 days. Jay clarified that the credits are prepaid fares that are being paid down, the NWRC is a journal entry and the CAF-OFS is a bad debt that will be written off. Commissioner Fenske asked about the \$66, 287 owed by Columbia County. Jay said that this was a reimbursement for the Connector Grant and has been received. Commissioner Fenske also asked about the \$3000 that we paid to Ronald McDonald House. Jay explained that OHP Plus provides lodging, meals and travel for clients receiving medical treatment away from home. The NWRC initially pays the Ronald McDonald House and then is reimbursed by OHP Plus.

**Motion passed by unanimous aye vote**

## 8. OLD BUSINESS-

Branding Presentation-Tiffany Estes

Jay introduced Tiffany Estes from whole brain creative who Jay has been working with to establish a process for the SETD re-branding process. Tiffany said she had met with Jay some time back to discuss rebranding and the logo and having it be more compatible with the Connector graphics and retaining the SETD identity while supporting that umbrella of all the different entities participating in that effort. The conversation evolved a little bit to the actual name of the organization and how that is presented to the public and the challenges in marketing this service when the name doesn't necessarily reflect everything that is provided or the area that is covered. Tiffany said that some of the things that have been talked about and this is something that is open for discussion and does not mean we have to go in this direction, but we thought since we are going through this rebranding process that we would consider it and talk about it. The Bus does not reflect all of the services that are provided by SETD. With the Connector project we are trying to market and enhance ridership in the local area but also market in the people coming into the Portland area to get those people to use the bus and come and travel in this area but the name does not give those people an idea of where we are and what we do other than there is a bus involved so that is a challenge. Tiffany also said that there is some confusion between Sunset Empire Transportation District and the Sunset Empire Parks and Recreation District.

Jay asked Tiffany to come back with a plan for this meeting of how we might move through this process

Tiffany reviewed each section of her "preliminary project plan" that she had submitted to the Board prior to the meeting. Commissioner Gearin asked what the cost would be. Tiffany said \$8000 is the budget she and Jay discussed. Tiffany said that if we want to do surveying, printing or mailings it will come out of this budget too.

Commissioner Kleczek asked what type of public feedback Tiffany planned to use. Tiffany said it would be more open-ended using some type of a survey with multiple ways of distribution because people don't engage the same way. You might want to reach out to people at a retail store, in the paper, through the mail and on the bus. You could have cards that people could pick up and this would be a great opportunity to get public feedback on a lot of different things we might want to learn.

Jay clarified that if the Board approves, what we would like to do is engage the public on two levels. Level one would be the brainstorming side and really open ended public meeting similar to the charrette's that were held when developing the Connector logo and then later when we have the A, B and C choices we would go back and take public input again. Commissioner Kleczek said that the initial brainstorming that the Connector did was really valuable but the missing piece with that there wasn't any follow up brainstorming with people's impressions and responses. Chair Lewicki thought that having a booth at Fred Meyer staffed by the board or employees would give visibility to the public and would be a great PR move for us. Jay said we as a District do more than just run the bus and he said Sunset Empire Transportation District is easily mixed up with Sunset Parks and Recreation in Seaside. Jay said that he would like to see a more place based name. Commissioner Gearin said that she was concerned about the expenses for shirts, hats, signs, stationary and we are looking beyond \$8000 to do this. Commissioner Gearin said she did not know what name you could change it to as most people ask her "what is going on with the bus"? Commissioner Widener commented on the confusion between Sunset Parks and Recreation and Sunset Empire Transportation District. He said we have been around for 20 years so there is no reason why people shouldn't know the difference and as far as Sunset Parks and Recreation is concerned they can change their name. Commissioner Kleczek said she has heard people get confused about the Sunset Empire District when it is discussed in general. She said that keeping our name as an organization isn't necessarily what needs to happen but changing what we are branded as so that the name is more easily searchable more easily findable. Nobody can put into the computer "find the bus schedule" and our schedule comes up. Commissioner Kleczek added that she felt it is important in our growth to come up with something that makes us unique and different and special and identifiable and The Bus is not enough, so maybe we need to put an identifier in there that says who and what we are, and yes to do that it will go beyond the \$8000 and that is a concern, but that can help us grow so we have more people using the system rather than just having us be the bus that nobody can find information about. Commissioner Goforth said we had started trying to use the word Inter-modal Center which does qualify for what we do. You could not get people to use that title and you are right The Bus is not all we do. Commissioner Fenske commented that when she tells people that she is a board member of Sunset Empire Transportation they have no idea what that is but when she tells them she is on the Board for the Bus they immediately know what I am talking about. She said a simple decal on the bus can inform people of our web and phone number. She said she is also concerned about costs because when it comes down to signs and uniforms and all that we are looking at tens of thousands of dollars to make the change and I am not convinced that we need to do this rebranding. Commissioner Fenske said she thinks that people know we have made changes and know who we are and what we have been doing. Chair Lewicki said that he thinks rebranding is a good idea. Hopefully we are gaining visibility throughout the State and providing some transportation services from the corridor. People on the other side of the foothills don't know what we are and maybe that's not our target audience but it is where we are growing. Chair Lewicki also said that companies typically rebrand periodically and it is a good way of making a break between the old and the new and there is some poetic justice in what we are trying to do. Chair Lewicki also said he thought that this is forward thinking and he thinks this gives us an opportunity to reflect to the public where we are going opposed to where we have been and it makes good sense on a business level to involve the public on a change and it makes good sense to involve the public on a public relations level. He also said that there are always expenses and we will have marketing expenses whether we rebrand or not and rebranding doesn't mean new letterhead and doesn't mean you have to change all the signs what it more realistically can mean is to buy decals that fit over the information that we have and we can print new letter head with new graphics. I think this is a good thing to consider and I am in favor of allowing this process to continue a while longer before we make a final decision if it is

good or bad and I think it is good. Jay also added that he thinks we need to look at all aspects and just wants the Board to keep an open mind.

Tiffany summarized that what has been outlined in the public involvement process you can learn a lot from not only for this effort but how we market in general in learning about perceptions and what people are thinking and assumptions that might be false. There will be a lot of value in going through this process and it may or may not bring up a possible naming opportunity. If we are going to go through the public involvement piece, be open to the idea that something might rise up that makes a lot of sense and if everyone gets excited about it and thinks that it could work, but if at the end of October you still feel the same way and think what we have in terms a name works fine and you haven't seen anything or heard anything that looks better, we can do that. We can continue on with the same name. It is just that this is a great opportunity to get the public engaged with the organization through this and a great opportunity to see if something might "bubble up" from this process. Tiffany asked if the Board will be willing to attend a couple of work sessions. Chair Lewicki said this is what we are here for folks. Staff has got a project, it is in keeping with the goals that we have set and they will make recommendations to us at some point. We get to decide how we want to react to that recommendations and that's how it is supposed to work.

Board Work Session Planning- Jay said at the last meeting the Board wanted to have more information about how we determine routes and schedules. Jay said that this would be a better fit for a work session dialogue which we agreed to at te last meeting. Chair Lewicki said we had agreed to use the survey monkey to set up a work date, so can we still do that? Jay said he would send a meeting request out to the Board as soon as possible for scheduling the work session.

New Columbia Connector Route Changes- Jay reported on a meeting that he and Paul had attended with ODOT and Columbia County. Jay said he had tried to get this meeting weeks before. Jay said that we had conversations aback and forth about the Connector and Hwy 30 and after about an hour we were at an impasse. In an effort to generate some sort of future compromise we agreed to keep the Monday thru Friday route for now with future meetings being planned for SETD and CC rider staff. Since CC Rider is no longer coming to Westport on the weekend, we did start our weekend routes to Longview Kelso last Sunday. Paul said that ODOT was not strong in supporting what they had awarded as a grant.

9. CORRESPONDENCE- None

10. NEW BUSINESS

Limited English Proficiency Plan- Lis Pietila reviewed the Limited English Proficiency Plan. Lis said that this was talked about at the last meeting when Lis and presented that ADA plan. Lis said that the LEP plan has been prepared in accordance with the Federal Transit Administration so all transit agencies have similar plans. Lis went over the evaluation and analysis of the those that may need assistance and the resources that are available. Staff has access to the Basic Spanish for Transit Employees booklet and can use the Interpreter line when needed. Outreach needs to include all meeting notices, flyers and agendas being available in Spanish. The plan will need to be reviewed and staff surveys done every 2 years.

Chair Lewicki moved to approve the SETD Limited English Proficiency Plan  
Commissioner Fenske seconded the motion

Motion passed by unanimous aye vote

11. EXECUTIVE DIRECTOR'S REPORT

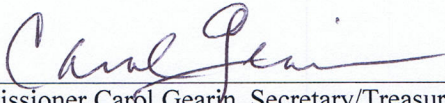
- a. Management Report- See attached report
- b. Jay reported that Amy the billing clerk for the NWRC has resigned and Julia will be moving into the position.
- c. Jay said that the Accountant position has been posted
- d. Ridership has continued to increase by 10% every month.

12. OTHER ITEMS- Executive Director Evaluation Committee- Chair Lewicki appointed Commissioner Goforth and Commissioner Kleczek to the committee and will contact them to set a meeting date and time.

13. PUBLIC COMMENT- Chair Lewicki said he learned that we are not required to have public comment at our meetings; we nicely allow public comments at our meetings.

Meeting was adjourned at 11:30 AM

Mary Parker, Recording Secretary

  
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Commissioner Carol Gearin, Secretary/Treasurer

Date 9/26/13

*Mission Statement*

Provide safe, reliable, relevant and sustainable transportation services to Clatsop County with professionalism, integrity and courtesy.