



SUNSET EMPIRE TRANSPORTATION DISTRICT

**BOARD OF COMMISSIONERS  
MEETING MINUTES  
THURSDAY October 24, 2013**

1. CALL TO ORDER- Chair Paul Lewicki called the meeting to order at 9:10 AM.

2. ROLL CALL:

Present: Chair Paul Lewicki, Commissioner Rac Goforth, Commissioner Kathy Kleczek, Commissioner Marcia Fenske and Commissioner Kevin Widener

Excused: Commissioner Neal Smith and Commissioner Carol Gearin

Staff Present: Jay Flint, Executive Director Mary Parker, Executive Assistant, Diane Moody, Accountant, Jason Jones, NWRC Manager, Elisabeth Pietila, Mobility, Scott Earls, Operations

3. CHANGES TO AGENDA- None

4. APPROVAL OF SEPTEMBER 2013 BOARD MEETING MINUTES-

**Commissioner Kleczek moved to accept the September 26, 2013 Board Meeting Minutes**

**Commissioner Goforth seconded the motion**

**Motion passed by unanimous aye vote of all commissioners present.**

**Commissioner Fenske abstained due to her absence from the September meeting**

5. REPORTS FROM CHAIR AND COMMISSIONERS

- a. Commissioner Widener-Reported that the dike was removed south of Seaside and the plan has worked as they had intended. This should reduce the flooding that occurs over Hwy 101 during heavy rains and higher than usual tides.
- b. Commissioner Fenske- Reported that she reviewed the surveys that Tiffany had given the Board and noted there were comments about mean and obnoxious drivers. She said that this should be corrected as customer service is key and suggested this be brought up at the drivers meeting. Jay explained that customer complaints are taken very seriously and there is a reporting system in place for complaints along with the cameras and audio on the buses that are frequently used to evaluate problems. Scott Earls said that the view the customer takes is not always the view that he takes based on the review of what has been recorded, however he said there are times when we could have done things differently. Scott also said the survey that was done before this one came back with a 99% approval in favor of the drivers and the only thing that people did not like was a lack of routes. Scott said that he does address customer services at every drivers meeting.
- c. Commissioner Goforth- Reported that she and 3 members of the Senior and Disabled committee had gone for a ride on the bus escorted by Lis Pietila and that 2 of the members had never rode on a bus before. Commissioner Goforth said that after they returned Lis asked that they evaluate their experience and one of the suggestions was having a

PA system on the bus as it is very difficult to hear the driver call out the location of each stop because of the noise on the bus. Commissioner Goforth attended the OTA Conference in Bend and was disappointed with the hotel because it was 3 levels and did not have an elevator or a valet service and she could not imagine choosing a hotel for a conference that did not have an elevator. Commissioner Goforth said she will be delighted when the OTA Conference is back in Seaside again next year. Commissioner Goforth said she and Commissioner Kleczek had served on the Executive Director Evaluation Committee with Chair Lewicki and thanked Chair Lewicki for all of his work during the process.

- d. Commissioner Kleczek- Reported that the OTA Conference in Bend was very informative and valuable and she is hoping to help the Board help the District to implement some of the things that were learned there. One of those is our Emergency Planning information. Commissioner Kleczek said she learned that we are not just talking about a natural disaster we are talking about any crisis including government shutdown and the trickle down effect this could have on any agency that depends on this funding. Commissioner Kleczek also said what if SETD were to stop receiving federal funds and could no longer pay bills because we had lost this income source? We have to have a plan.
  - e. Chair Lewicki- Nothing to report.
6. FINANCIAL REPORTS- Commissioner Fenske asked about the accounts receivables that were over 90 days. Diane Moody explained that this was private pay Paratransit ride that was not paid and will be written off. Commissioner Fenske also asked for clarification on the prepaid bus tickets for the cruise hosts. Jay explained that these tickets are purchased in bulk and used for Route 11. Commissioner Kleczek asked about current bank charges being over budget. Diane said these are fees for the credit card machine service. Jay explained that a new system was installed last year and we did not know that the fees were going to increase so much. Commissioner Kleczek suggested that if it is a per swipe charge that we should try and negotiate for a better price. Jay said in order to get the machine we had to sign year contract. Diane said she would look into this. Commissioner Kleczek also suggested checking these fees every 6 to 9 months as there have been an increase in fees being added on to accounts and if not asked about will make your bill almost double. Commissioner Kleczek also asked about there not being any legal ad expenses. Jay explained that legal ads are only used for the budget and elections. Commissioner Kleczek asked about the telecommunications being over budget. Jay explained that we have purchased a large amount of software but it was included in the budget. Commissioner Kleczek asked about shelter cleaning as only 2% of budget has been used. Jay said due to lack of staffing we are looking into getting an outside contractor to provide shelter cleaning.

**Commissioner Widener moved to approve the September 2013 financials.**

**Commissioner Fenske seconded the motion**

**Motion passed by unanimous aye vote by all commissioners present.**

7. OLD BUSINESS-

- a. Tongue Point Job Corp Ridership Report- Jay reviewed the ridership reports that were a request from the September Board meeting.
- b. Hwy 30 Route Update: Jay discussed the upcoming changes for the Columbia Connector Routes and reviewed the updated new schedules. The new Columbia weekend schedule has changed so that it is more user and driver friendly. Jay said he was able to finalize this schedule agreement with Columbia County at the OTA conference.

The MOU between SETD and Columbia County has not been completed but will be ready for the next Board meeting. Commissioner Kleczek suggested that it would be helpful to include the CC Rider schedule from Clatskanie Safeway to Ranier and Longview on the SETD weekday schedule. She said the CC Rider fares are on the schedule for riding to Rainier and Kelso, but the bus schedule to get there is not on the schedule. Jay said that he thought adding the CCRider schedule to our schedule could cause our riders confusion since it would not be our buses. Scott did not think CC Rider would want to have their schedules included in ours as well. There was discussion about making sure that riders have access to the CC Rider schedules at the Transit Center and on busses, but Commissioner Kleczek said not everyone comes into the Transit Center that is going to Longview and our schedules are easier to read and if we are working towards making things easier and working for our customers and even though it is their buses and their schedules it makes sense to put their schedule on ours. Chair Lewicki asked Jay if he and staff would look into the possibility of adding the CC Rider connections to our schedules and report his findings at the next Board meeting.

- c. Rebranding Update: Tiffany Estes reviewed what was discussed at the previous rebranding work sessions including the findings from the surveys and the stakeholder interviews. Tiffany said that as a group there was discussion about an umbrella approach on how we might brand the organization and bring in the different services underneath the umbrella and define and name these services if they do not have an official name. Tiffany also said that the Board talked about the name itself and that is one of the decisions that should be made today. Tiffany said there was a general consensus to keep Sunset Empire Transportation District as the legal name and the Board talked about the importance of having transportation or transit in the name. The Board suggested six new names that the staff was going to research for legal availability and website availability. Tiffany contacted 13 different stakeholders and was able to interview 11. Tiffany passed out the results of the interviews for Board review. She said the general message from the interviews was the need for more awareness the need to change the perception that only people that have to use the bus. Tiffany said that one of the tasks in the work plan is coming up with a Tag Line, but before the Tag Line she wants have a Brand Positioning Statement which she explained is an internal statement that provides a litmus test for the organization to use when making decisions about marketing that guides the branding side of the business. Tiffany's proposed statement is- *The organization that provides safe, reliable and economical options for people who need or prefer to use public transportation for travel to, from and within Clatsop County.* The Board gave feedback on several changes to the proposed statement which included using *transportation options* instead of public transportation and using *economical alternatives* instead of economical options and *facilitates or coordinates* instead of provide. Kevin read the Governor's 2013 Transportation Statement as another reference. Tiffany said she liked "need and prefer" in the statement and will make suggested changes and bring back to the Board. Tiffany asked that the Board select a name. The potential options that the Board had previously listed were: Clatsop Community Transportation Services, Sunset Transportation Services, Sunset Transit, North Coast Transportation Services, North Coast Transit and Sunset Transit Solutions. Jay reported that he did not find any conflict with using these names in Oregon. After review of the plan and further discussion the Board agreed upon "Sunset Transit Services". Tiffany asked if the Board wanted to set the next meeting for setting the graphics and tag lines. Jay suggested doing this at the next Board meeting.

**Commissioner Kleczek made a motion to change the Districts branded name to Sunset Transit Services**

**Commissioner Widener seconded the motion**

**The motion passed by unanimous aye vote of all commissioners present**

- d. Connector IGA Draft Review- Jay distributed the draft of the Northwest Oregon Connector Alliance Intergovernmental Agreement which is just for Board viewing at this time. Jay explained that this agreement removes Columbia County as the fiscal agent and establishing the use of an independent fiscal agent. This agreement also establishes the name change from Northwest Oregon Transit Alliance to Northwest Oregon Connector Alliance. The final draft will be presented for approval at the next Board meeting.

8. CORRESPONDENCE-None

9. NEW BUSINESS

- a. **2012-2013 Audit-** Financial Officer Diane Moody reported on the current audit process. She said for the last 2 years there has been a broader focus on whether the district was financially solvent, the internal controls, policies and procedures that are going to keep them moving forward. Diane said that this year the auditor's seemed to be focused on the transactional details which would include if we are tracking the fund balances in a timely way, are we in accordance with state and federal regulations and are we recording and managing accounts and processes in accordance with our policies and cost allocation plan and are we recording transactions in the accounting periods and making sure that grant reimbursements are tying into our financial reports. Diane said that what you will probably see in this year's report is some continuing audit discrepancies however there have been great improvements in managing accounts payable and receivable the cost allocations. Commissioner Kleczek noted that some of the SETD debt service agreements are dependent on us not having deficiencies in certain areas. She asked if we are doing ok in those specific areas. Jay said that we are doing ok and that Shadron from Boldt Carlisle and Smith is in the process of finishing the SETD financial analysis and developing an overall financial manual for the district which will assure that we are in compliance in all financial requirements. Diane said the bulk of the manual will be A133 compliance and this will be her priority for the year.
- b. **Staff Overview of Bend OPTC Conference:** Employees Scott Earls, Lis Pietila, Mary Parker and Jay Flint attended the Oregon Transit Conference in Bend. Each shared highlights of the important information that they had learned while there.
- c. **Nov-Dec Board Meeting changes:** The Board discussed the upcoming holiday season and decided to combine the November and December Board meeting into one meeting on December 12, 2013.

10. EXECUTIVE DIRECTOR'S REPORT

- a. Management Report- See attached report
  - i. Jay also reported the formation of a new Transportations Option Committee. The committee will be a regional advisory committee that will be supported by ODOT and will be reporting to the SETD Board. The first formulation meeting will be on November 15, 2013.
  - ii. Jay noted that ridership is still continuing to steadily increase.
- b. Board Policy Committee Update-
  - i. Jay reviewed the Public Meeting Policy noting that it includes the 3 minute limit for public comments.  
**Commissioner Kleczek moved to approve the Public Meeting Policy**

**Commissioner Fenske seconded the motion**

**Motion passed by unanimous aye vote by all commissioners present**

- c. Legislative Updates- Jay reported that the State has awarded another \$5 million in STF fund dollars for this biennium. Jay said we will need to reconvene our STF Committee and the application process will need to be completed in the next 3 months.

11. OTHER ITEMS- None

12. EXECUTIVE SESSION ORS #192.660 Executive Director Evaluation- Chair Lewicki closed the regular Board meeting and opened Executive Session at 11:14 AM.

13. REGULAR PUBLIC BOARD MEETING- Reconvened at 11:35 AM

Commissioner Goforth moved to approve Executive Director, Jay Flint's evaluation and pay increase

Commissioner Widener seconded the motion

Motion passed by unanimous aye vote of all commissioners present

14. PUBLIC COMMENT- None

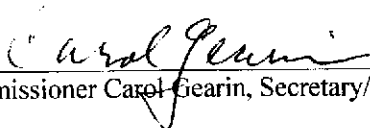
Commissioner Goforth moved to adjourn the meeting

Commissioner Fenske seconded the motion

Motion passed by unanimous aye vote of all commissioners present

Meeting was adjourned at 11:40 AM

Mary Parker, Recording Secretary

  
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Commissioner Carol Gearin, Secretary/Treasurer

Date 12/12/13

*Mission Statement*

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