

**MINUTES**  
**BOARD OF DIRECTORS**

**ARIZONA TRANSIT ASSOCIATION**

Monday, February 8, 2010  
Valley Metro RPTA, Phoenix, AZ

**1. CALL TO ORDER**

Vice President Debbie Cotton called the meeting to order at 10:05 a.m.

**2. ATTENDANCE**

Debbie Cotton, Vice President  
Nate Peterson, Treasurer  
John Farry, METRO Representative  
Mike Taylor for Bryan Jungwirth, RPTA Representative  
Jim Dickey  
Jeremy Papuga  
Eric Anderson  
Alan Wulkan  
Becky Hill, Hill Advocacy  
Kent Fairbairn, High Country Venture Marketing  
John Anderson, Executive Director  
Becky Rutledge, Executive Assistant  
Richard Stuart, Lunchbox Collective, Presenter  
Ron Barnes, Steer Davis Gleave

**CONFERENCE CALL PARTICIPANTS:**

George Caria  
Matt Carpenter  
Mike Clinkingbeard  
Charlene Fitzgerald  
Jess Segovia  
Benny Young

**BOARD MEMBERS ABSENT:**

Katrina Heineking  
Laura Henry  
Bryan Jungwirth, Chair  
Bob Luzius  
Jeff Meilbeck  
Larry Miller  
Paul Miller  
Mike Normand  
Marc Soronson

Richard Stuart, Lunchbox Collective, made a short presentation highlighting the recent AzTA website upgrades funded, in part, from the APTA grant.

### 3. ACTION ITEMS

#### A. January 11, 2010 Board Meeting Minutes

***Motion: Alan Wulkan moved approval of the January 11, 2010 board meeting minutes.***

***Second: Eric Anderson***

***Action: Approved Unanimously***

#### B. Monthly Financial Report as of January 31, 2010

Nate Peterson reported the budget is on target for membership dues however, he cautioned due to the lost revenue from the P3/Legislative conference, the PTO liability expense and other costs incurred for the Visioning Project would draw down the AzTA reserves from \$127,000 to \$20,000 by June 30, 2010.

An “Applied Reserves” line will be added to the monthly financial report so the AzTA Board of Directors can track the use of reserves.

***Motion: Jim Dickey moved approval of the Monthly Financial Report as of January 31, 2010.***

***Second: Matt Carpenter***

***Action: Approved Unanimously***

#### C. RFP for AzTA Visioning Project

Ron Barnes reminded the Board that the Statewide Visioning for AzTA was a recommendation that came from the AzTA Board Retreat in June 2009. Comments from the Board members were received and incorporated into the draft RFP. Mr. Barnes asked the Board if the Visioning deliverables are what we need to move AzTA forward.

Nate Peterson, Treasurer, cautioned the Board that due to the PTO payout to John Anderson of almost \$30,000, a \$24,000 loss in revenue from the P3 conference, the overlap in salaries for two Executive Directors during the transition, and a \$40,000 RFP for Visioning; AzTA’s reserves would be close to \$20,000 by July 1, 2010.

***Motion: Alan Wulkan moved approval of the Visioning Process RFP.***

***Second: Eric Anderson***

***Action: Approved Unanimously***

### 4. UPDATES AND OTHER BUSINESS

#### Executive Committee

In Bryan Jungwirth’s absence, Becky Rutledge gave the Executive Committee report.

The AzTA Executive Director position is being advertised with AzTA, SWTA, Friends of Transit, and Monster.com. The ad with Monster.com was placed on January 28<sup>th</sup> for 30-days and cost a total of \$365. As of Friday, February 5<sup>th</sup>, 14 resumes had been received.

Alan Wulkan suggested placing an ad with Passenger Transport and TransitTalent.com.

#### Conference, Events & Education Committee

The Conference, Events & Education Committee met today prior to the Board meeting.

Jess Segovia, Golf Chair, recommended several locations for the AzTA Fall Golf Tournament. An email survey was sent out to the AzTA Board members regarding the location after the February 8<sup>th</sup> Board meeting. The majority of the Board voted in favor of moving the fall golf tournament to the Troon North Golf Club. Jess Segovia and Becky Rutledge will negotiate a contract with Troon North Golf Club prior to the March 8<sup>th</sup> Board meeting.

The Annual Conference is being held at the Tucson University Marriott April 18-21, 2010. The Room rates have been negotiated to \$165 (conference rate) and \$85 (local government rate). The AzTA Golf Tournament with Friends is scheduled for Sunday, April 18<sup>th</sup>, at the Starr Pass Golf Resort.

ADOT has requested a full day of training at the conference. The Committee will continue to develop theme and program concepts.

#### Legislative Committee

Becky Hill stated that the Legislative Day ice cream social was well attended. Ms. Hill distributed copies of the LTAF letters that were used at the Legislative Day. She encouraged all Board members to continue to discuss the Human Services impacts of losing LTAF dollars.

Ms. Hill also distributed the list of bills that are up for consideration. Those bills will be discussed on the Legislative Committee conference call on Friday, February 19<sup>th</sup>. She recommends the AzTA Board support the Sales Tax Proposition.

#### Transit Coalition, Advocacy & Membership Committee

Jess Segovia reported that the committee continues to work on distributing helpful transit information that is consistent with the president's message.

Mr. Segovia has written a draft of the APTA Grant application in support of the visioning process. The draft will be available in the March Board packet.

**5. NEXT SCHEDULED BOARD MEETING**

The next Board meeting is Monday, March 8, 10 am - Noon, at Valley Metro RPTA, 302 North First Avenue, Suite 700, Phoenix.

**6. ADJOURNMENT**

Vice President Debbie Cotton adjourned the meeting at 11:40 a.m.