

MINUTES
BOARD OF DIRECTORS

ARIZONA TRANSIT ASSOCIATION

Friday, June 29, 2007

Scottsdale Resort & Conference Center, Scottsdale, Arizona

I. CALL TO ORDER

President Rick Simonetta called the meeting to order at 8:00 a.m. He thanked the Board for the support over the last two years then turned the meeting over to Incoming President, Paul Miller.

President Paul Miller began the meeting by saying he will be respectful of our time. His job will be to confine the comments to the agenda and stay on track and schedule.

Paul Miller reviewed the Strategic Plan Vision and Mission statements adding they define our agenda.

One goal Paul Miller would like to see accomplished will be to implement the Strategic Plan that was developed during Rick Simonetta's administration. AzTA's role as an advocate for transit urban and rural has never been bigger than it is right now.

Another goal Paul Miller identified was to have guidelines, policies and procedures to go forward as well as job descriptions for staff.

His emphasis will be on working committees. The four committee chairs are prepared today to share with the Board their ideas for the next year. Our function as a Board will be to advise and provide input to the committees.

The Organizational Infrastructure committee was tasked with reviewing the Board make-up. Changes in the By-Laws were made to have ten permanent Board members as well as at large and ex-officio positions. Everything is in position for the committees.

II. ATTENDANCE

Paul Miller, President
Nate Peterson, Secretary/Treasurer
Rick Simonetta, Past President
Larry Miller
Ken Driggs
Jim Dickey
Ron Barnes
David Barber
Marc Soronson

Rich Gaar
Alan Wulkan
Debbie Cotton
Eric Anderson
Nick Promponas, Chair, Education & Training
Terry Gruver, Chair, Communications/PR/Advocacy
Stuart Goodman, Goodman Schwartz Public Affairs
John Anderson, Executive Director
Becky Rutledge, Administrative Assistant

III. ACTION ITEMS

A. May 14, 2007 Meeting Minutes

Motion: Jim Dickey moved approval of the May 14, 2007 meeting minutes.

Second: Larry Miller

Action: Approved Unanimously

B. Financial Report as of May 31, 2007

The yellow highlighted areas are 2005-2006 revenues received in 2006-2007 budget year. Nate Peterson reported we are 99.9% of revenues budgeted. The expenses are running 90% of budget.

The Organizational Infrastructure Committee reviewed the accrual vs. cash method of accounting. The committee agreed to stay on the cash method of accounting but built in Receivables and Payables columns into the budget sheet.

Jim Dickey congratulated John Anderson and Nate Peterson on a balanced budget.

Motion: Rick Simonetta moved approval of the May 31, 2007 financial report.

Second: Ron Barnes

Action: Approved Unanimously

IV. FY 2007-2008 Budget

The 2007-2008 budget includes projected revenues of ten new memberships. If each Board member got one new member to join, this revenue projection will be met.

Action Required: John Anderson and Becky Rutledge will prepare AzTA membership packets for the Board members to have on hand when approaching a new company to join AzTA.

The AzTA Golf Tournament revenue projection is based on 130 paying golfers. Dave Barber felt there might be a much broader market we could be reaching with this golf tournament. The golf tournament could be used as a

way to advance the AzTA Strategic Plan as well as get others more familiar with AzTA.

Action Required: *Stuart Goodman will provide AzTA with some names of individuals we could reach with the Golf Tournament. These individuals would not be charged as the golf would be paid for by a sponsoring company.*

The Rail Symposium registration fee will be \$150/registrant. The AzTA "Save the Date" flyer was distributed at the last MAG meeting. There seemed to be extensive interest in the upcoming Rail Symposium.

Action Required: *John Anderson will contact the Tempe Mission Palms Hotel to confirm the maximum room size will be adequate for the Rail Symposium.*

John Anderson spoke with the Accounting Department at Valley Metro/RPTA regarding the appropriate reserve amount an association should have. They recommended a maximum amount of \$40,000. The 2007-2008 Reserves would allow the Board to use about \$82,000 for a one-time expenditure.

Motion: Larry Miller moved approval of the 2007-2008 proposed budget with the change of taking \$1800 from "Other Projects" and moving it to "Fixed Equipment" in order to purchase an AzTA laptop computer.

Second: Ron Barnes

Action: Approved Unanimously

- A. In a letter dated May 31, 2007, the Southwest Rail Corridor Coalition requested a \$1000 grant from AzTA to become incorporated.

Action Required: *The Southwest Rail Corridor Coalition request for \$1000 grant from AzTA to become incorporated was referred to the Rail Committee for consideration.*

Ron Barnes would like to see a true transportation scholarship program. Rick Simonetta stated \$50,000 in a scholarship program is what APTA uses.

Action Required: *Paul Miller noted AzTA needs to develop a policy on grants.*

- B. Dave Barber and Gregg Kiely will attend the upcoming Arizona Senior Center Association conference. The cost for an exhibit table is \$400.

Motion: Ron Barnes moved AzTA spend \$400 to exhibit.

Second: Debbie Cotton

Action: Approved Unanimously

V. STRATEGIC PLAN AND COMMITTEE UPDATES

A. Legislative/Funding – Chair Ron Barnes

Ron Barnes presented the Legislative/Funding update. The committee has fourteen members and is still growing. A two-year contract with Goodman Schwartz Public Affairs was negotiated and requires Board approval today.

Action Required: The Legislative/Funding Committee will add two items to their action plan: long-term funding goal research and development of a legislative agenda.

Motion: Larry Miller moved approval of the two-year contract with Goodman Schwartz Public Affairs.

Second: Debbie Cotton

Action: Approved Unanimously

B. Education/Training – Chair Nick Promponas

Nick Promponas' update for the Education/Training Committee included possible out-of-state training programs as well as mentoring programs.

C. Communications/PR/Advocacy – Chair Terry Gruver

Terry Gruver presented several variations of a new AzTA logo. The Communications Committee will come up with a few more options and email those to the Board for comment.

Action Required: Board members will email Terry Gruver with any website ideas they may have.

Action Required: The Communications Committee will come up with more AzTA logo designs and email those to the Board for comment.

Paul Miller will be issuing a monthly AzTA President letter for the website and email to our membership.

D. Organizational Infrastructure – Chair Nate Peterson

A contract for teleconferencing with Raindance/Intercall has been negotiated and is available for the Committee Chairs to use. All Committee Chairs will be receiving email instructions as well as a mailed packet from Intercall.

A proposed AzTA Board meeting calendar was discussed. The next Board Retreat will again be held at the Scottsdale Resort and Conference Center.

Motion: Larry Miller moved 2008 Board Retreat be held at the Scottsdale Resort and Conference Center.

Second: Jim Dickey

Action: Approved Unanimously

Goal #4 of the Organizational Infrastructure Committee is to increase Corporate membership for AzTA. After some discussion, the Board recommended the Organizational Infrastructure Committee discuss the strategy of inviting and involving the business community as AzTA members.

Rick Simonetta suggested a Strategic Alliance which empowers those organizations to work on our behalf without paying our membership dues.

Action Required: The Organizational Infrastructure Committee will discuss the strategy of inviting and involving the business community as AzTA members.

VI. STATEWIDE PLANNING ISSUES

Jim Dickey stated the Rural Transit Needs Study is a technical report but ADOT has tried to emphasize some things. If transportation need is 100% we are presently addressing only 18% of that need. There are costs included in this technical report. Briefings will be made this summer. The technical report is a very accurate assessment from the rural side.

When ADOT presents the technical report to the Arizona State Transportation Board, AzTA should be publicly recognized as a sponsor so the Transportation Board sees a connection with AzTA.

ADOT is now requesting planning program for project in the next three years. Jim Dickey would like to see five and ten year capital program of project similar to Move AZ.

ADOT will make a 5309 request next year.

MAG had its second stakeholders' meeting Thursday, June 28, 2007.

VII. NEXT SCHEDULED BOARD MEETING

The next meeting is scheduled for Monday, August 20, 2007, at 1:00 p.m. with lunch to be served at 12:30 p.m. The meeting will be held at Parsons Brinckerhoff, Tempe, Arizona.

VIII. ADJOURNMENT

President Paul Miller adjourned the meeting at 12:28 p.m.