

**MINUTES**  
BOARD OF DIRECTORS

**ARIZONA TRANSIT ASSOCIATION**

Monday, August 10, 2009  
Valley Metro RPTA, Phoenix, AZ

**I. CALL TO ORDER**

President Bryan Jungwirth called the meeting to order at 10:02 a.m.

**II. ATTENDANCE**

Bryan Jungwirth, President  
Debbie Cotton, Vice President  
Nate Peterson, Secretary/Treasurer  
Paul Miller, Past President  
Rick Simonetta  
Mike Normand  
Matt Carpenter  
Mike Clinkingbeard  
David Barber  
Jess Segovia  
Alan Wulkan  
Eric Anderson  
Katrina Heineking  
Jeff Meilbeck  
Charlene Fitzgerald, Executive Director, Yuma MPO  
Ron Barnes  
Shannon Scutari  
Becky Hill, Hill Advocacy  
Kent Fairbairn, High Country Venture Marketing  
John Anderson, Executive Director  
Becky Rutledge, Executive Assistant

**III. ACTION ITEMS**

A. June 26, 2009 Board Retreat Meeting Minutes

*Motion: Alan Wulkan moved approval of the June 26, 2009 board retreat meeting minutes.*

*Second: Jess Segovia*

*Action: Approved Unanimously*

Jess Segovia requested incorporating by reference the 2009-10 business plan spreadsheets to the June 26, 2009, board retreat meeting minutes.

- B. FY 2008-09 Year End Financial Report ending June 30, 2009  
**Motion:** *Eric Anderson moved approval of the FY 2008-09 Year End Financial Report ending June 30, 2009.*  
**Second:** *Rick Simonetta*  
**Action:** *Approved Unanimously*
- C. Monthly Financial Report as of July 31, 2009  
**Motion:** *Katrina Heineking moved approval of the Monthly Financial Report as of July 31, 2009.*  
**Second:** *Alan Wulkan*  
**Action:** *Approved Unanimously*
- D. FY 2009-10 Budget  
**Alan Wulkan requested this action item be deferred until the end of the meeting after all agenda items had been heard.**
- E. AzTA 11<sup>th</sup> Annual Golf Classic  
John Anderson reported the golf event had been discussed at the Conference, Events & Education Committee meeting last week. The recommendation from this committee was to stay with ASU Karsten in light of the reduced contract that John Anderson negotiated.
- John Anderson reviewed the reductions to the ASU Karsten Golf contract:
- |  |               |
|--|---------------|
| Reduce golfer fee by \$5/golfer              | \$500 savings |
| Reduce gift certificates provided by Karsten | \$500 savings |
| Eliminate drink tickets for golfers          | \$600 savings |
- The cost per golfer would then be reduced from \$101.28 to \$83.31.
- Alan Wulkan expressed his opinion that AzTA should provide a quality golf tournament by keeping drink tickets and prizes the same as they have been in past years.
- Bryan Jungwirth stated golf at Ocotillo had been considered but that some golfers like the central location of ASU Karsten.
- Jess Segovia stated Ocotillo is a five-star facility that would allow free-flowing movement of golfers as well as the opportunity to expand the golf tournament with additional 4-somes. He was confident a tournament at Ocotillo could increase the number of gold sponsorships as well as allow AzTA to put on the quality golf tournament Alan referenced. Jess stated he would even support alternating between Karsten and Ocotillo.

***Motion: Jeff Meilbeck moved to accept the recommendation by the Conference, Events & Education Committee to hold AzTA's 11<sup>th</sup> Annual Golf Classic at ASU Karsten in Tempe.***

***Second: Alan Wulkan***

***Action: Approved Unanimously***

F. Candidate for Board Vacancy

John Anderson stated he is looking to expand the number of rural participants on the AzTA board. Rich Gaar and Mack Luckie have recently retired. David Barber and Bob Luzius are the only rural representation on the AzTA board at present. A possible candidate for the AzTA board would be Bennie Young, Transportation Director for Cochise County. John has spoken with Bennie and found him to be a strong transit supporter/advocate who would be interested in serving on the AzTA board.

John stated there would be no action required by the AzTA board at this time. The candidates interested in the open AzTA board positions will follow the standard application process through the Nominating Committee.

**IV. FIRST READING OF THE AzTA BY-LAWS**

Bryan Jungwirth reviewed the changes/additions/deletions to the AzTA By-laws as documented in the Draft By-Laws available at this board meeting.

The Executive Committee will meet prior to the September board meeting to consider recommendations made by various board members as outlined:

- Move 1.02 to 1.07.
- Floor nominations do not occur now that we have an electronic process for board of director elections.
- The term "regional rurals" is not the correct name for an MPO.
- As Transit Authorities are formed in Arizona, should they be added to the AzTA board of directors as permanent seats?
- Eliminate designated and at-large board categories. The more exceptions will occur because of the constraints of the categories.
- Page 9, flip H & I.
- Page 14, #2. add "board approval"
- Page 14, #3. link this to #8 from Executive Director Performance Evaluation Standards of Procedure (SOP).

**V. EXECUTIVE DIRECTOR JOB DESCRIPTION/PERFORMANCE EVALUATION INSTRUMENT/PERFORMANCE EVALUATION SOP**

John Anderson had some concerns with the Executive Director job description presented at the AzTA Board Retreat in June 2009 especially in terms of attendance at various meetings around the state.

When John first took over as Executive Director, he did attend the State Transportation board meetings for 16 months. The board decided we would have a designated board member from each region attend these meetings instead of the Executive Director.

Per SWTA's standard practice, the SWTA representative is the AzTA President not the Executive Director as outlined in the job description.

Alan Wulkan stated the Executive Director job description encompasses all the things the board is looking for in an Executive Director. The board will define what the role and priorities of the Executive Director will be annually.

John Anderson then stated he had no problem with the Executive Director job description. He commented that the performance evaluation is make-work. He felt filling the performance evaluation out every three months is extensive and elaborate. He works with the board members daily and board of director every month so any performance issues should be handled immediately instead of via a quarterly written performance evaluation.

Jeff Meilbeck stated the goal of the Board Governance Sub-committee was to have things quantified. Getting clear on a Strategic Plan and work plan all leads us to a more precise and effective organization. He believes the performance evaluation under consideration is good tool for dialogue. It does take time but it is an excellent way to open communication.

Nate Peterson noted John Anderson and Becky Rutledge do not go through a formal evaluation process as most board members present do. He felt it is important to get this formalized by getting it in writing so we can connect with John and Becky. John Anderson agreed it was important for both to be evaluated on a formal basis.

***Motion: Paul Miller moved to approve the Executive Director job description, performance evaluation instrument and performance evaluation SOP.***

***Second: Nate Peterson***

***Action: Approved Unanimously***

## **VI. AzTA 2009-10 BUSINESS PLAN AND COMMITTEE GOALS**

Ron Barnes referenced the 2009-10 Business Plan and Committee Goals that were established at the Board Retreat in June. He stressed that it was going to be very important that we monitor the progress on the objectives. The committee chairs will be working diligently to make these happen.

Becky Hill identified that AzTA still needs to define the process for adopting a legislative agenda each year.

*Action Item: Becky Hill and Kent Fairbairn will meet with Eric Anderson to draft a formal process for AzTA to adopt a legislative agenda each year.*

Jeff Meilbeck thanked Ron Barnes for his efforts in getting AzTA to this point.

## **VII. COMMITTEE UPDATES**

### Executive Committee

Bryan Jungwirth stated the Executive Committee has been meeting to coordinate changes to the by-laws. The Executive Committee will continue to review the business plan and SMART goals.

### Conference, Events & Education Committee

The Conference, Events & Education Committee met last week. An educational opportunity that the committee is considering is Transit at the Table III by USDOT and FTA. John Anderson stated Transit at the Table III was an agenda item on the monthly APTA State Association conference calls. While Transit at the Table I and II focused on urban and medium (50k to 200k+ population), Transit at the Table III will address rurals, the relationship between the state association and DOT, and how the two can work together in rural Arizona.

John stated ten states had been targeted with Arizona at the top of the list. Jim Dickey was quite positive about moving forward on this opportunity. Jim Dickey, Matt Carpenter, Mike Normand, Sam Chavez and John Anderson will to continue to explore this.

In checking dates, John Anderson has determined the AzTA Spring Conference will more than likely be the third week of April 2010. Bryan Jungwirth, Jim Dickey and John Anderson will work closely with FOT to better coordinate timing and information of conferences so there is no overlap.

Katrina Heineking reported the AzTA Spring Conferences will rotate as follows:

- 2010 – Tucson: new LEED certified facility opening in November; re-imaging complete by April 2010; modern streetcar alignment.
- 2011 – Phoenix
- 2012 – Flagstaff: BRT showcased

The second AzTA conference is still being defined. One idea the committee discussed was a ½ day legislative at capitol combined with a full day PPP conference.

Becky Hill suggested holding a Legislative breakfast at the capitol instead of lunch. There are two options: a breakfast buffet on the second floor Executive Tower or a scaled back donuts and coffee outside. If a decision is made to host a breakfast buffet, we would need a program with good speakers. With either option, members would come to meet with their legislators.

Debbie Cotton suggested AzTA partner with Friends of Transit for the breakfast buffet. Becky Hill agreed sharing this event with Friends of Transit would work.

***Motion: Debbie Cotton moved AzTA partner with Friends of Transit in hosting a legislative breakfast buffet at the capitol.***

***Second: Jeff Meilbeck***

***Action: Approved Unanimously***

#### Legislative Committee

Becky Hill reported the budget cut to the Hill Advocacy contract changes the scope of work on the coalition. They will stop doing the groundwork for the coalition. Hill Advocacy will continue to forge relationships but not from an AzTA coalition of our own. They will be working more on the community advocacy.

Debbie Cotton thought the Transit Coalition Committee would do a stakeholder analysis to understand who the players are out there. Jess Segovia reported there is a goal identified to handle this. The Transit Coalition Committee has moved forward on the Arizona Town Hall coalition. Becky Hill stated she and Kent Fairbairn had already identified the stakeholders early on and they could be presented to the board. Hill Advocacy will get with the Transit Coalition Committee to come up with an action plan.

Becky Hill distributed a paper on press strategy options. It is very low cost options for doing media.

Becky Hill also passed out the JLBC revenue highlights.

Becky Hill verified she will work through the Legislative Committee and AzTA Executive Committee for direction.

Kent Fairbairn passed out information on the transit panel at the League of Cities & Towns conference in September. The panel is September 2<sup>nd</sup> from 2 to 3:30 pm. The attendees at this conference are: Kent Fairbairn, Becky Hill, Becky Rutledge, Jess Segovia, Jeff Meilbeck, Jim Dickey, Alan Wulkan and David Barber.

#### **VIII. ADOT UDPATE**

Mike Normand reported the FTA grant submission deadline was July 1.

He also reported the rural transit conference in Sedona is August 26 & 27<sup>th</sup>.

Mike Normand stated there will be a lot happening with rail in the state. ADOT received a planning grant for Phoenix to Tucson passenger rail. He is working with Shannon Scutari trying to get more money for rail.

Shannon Scutari reported ADOT is very committed to focusing on alternative forms of transportation. Territorial boundaries have been holding the state back. Working with local governments for transit and rail is critical. She agreed the team effort with Mike Normand has been very productive.

Dave Barber stated educational materials are needed because the rural people do not understand. Shannon agreed the idea of helping folks see the “connectivity to other modes of transportation” is a priority.

#### **IX. STATEWIDE TRANSIT VISION**

At the AzTA board retreat, Alan Wulkan agreed to chair a committee tasked with defining a Statewide Transit Vision this organization would rally behind. Bryan Jungwirth agreed defining the Statewide Transit Vision should be AzTA’s first charge and that we need to define a transit plan by region, complete with service details and costs. The committee held a conference call last week to discuss how we accomplish this task.

Although the Rural Transit Needs Study was completed a couple of years ago, it would probably need to be updated. In addition, it will take some resources to define a Statewide Transit Vision. One option would be to allocate money from the \$128k AzTA reserves.

Alan would like to have these discussions with just the AzTA board in the room. Jeff Meilbeck would like this to be considered at a future board meeting. He would like the committee to outline a scope of work to be brought forward at the September board meeting. The Board agreed to consider this item at a future meeting.

**X. OTHER BUSINESS**

Since there was no longer a quorum of the Board of Directors, the AzTA FY2009-2010 budget that was deferred from the beginning of this meeting was not acted upon.

**XI. NEXT SCHEDULED BOARD MEETING**

The next board meeting is Monday, September 14th, 10 am - Noon, at Valley Metro RPTA, 302 North First Avenue, Suite 700, Phoenix. Lunch courtesy of Hill Advocacy will follow the board meeting.

**XII. ADJOURNMENT**

President Bryan Jungwirth adjourned the meeting at 12:38 p.m.