

CITIZEN ADVISORY COMMITTEE MEETING

Meeting Minutes for July 8, 2015

Southside Conference Room

MINUTES

MEMBERS PRESENT

Victor Frazier, Chair
Fyrne Bemiller
Ann Campeau
David Driscoll
Charles Hansen
Resa Hayes
Larry Lapidus
Larry Luton
Dean Lynch
Fran Papenleur
Philip Rudy

STAFF PRESENT

Beth Bousley, Director of Communications & Customer Service
Steve Blaska, Director of Operations
Terri Putney, Communications Assistant

MEMBERS ABSENT

Brenda Smits
Margaret Jones

1. CALL TO ORDER AND ROLL CALL

Chair Victor Frazier called the meeting to order at 5:00 p.m. and conducted roll call.

2. MINUTES OF THE CITIZEN ADVISORY COMMITTEE - Corrections or Approval

Mr. Frazier asked the Committee to address the meeting minutes of the June 10, 2015 minutes.

The minutes were approved unanimously.

Ms. Papenleur requested a short update on the STA Board June 18, 2015 workshop.

Ms. Bousley said that an additional Board workshop was held today. Steve Blaska will be joining the meeting and can update the Committee on the workshops.

3. PUBLIC EXPRESSIONS

There were no expressions at this time.

4. REVIEW OF CAC CHARTER

Ms. Bousley said that they had received some comments from committee members. She offered to insert changes into the original document using track changes to see what the changes are. Items to be addressed are attendance and committee members' term limits on the CAC.

Mr. Frazier said that he had an idea for the Chair nomination section.

Ms. Bousley led the Committee through the existing Charter.

It was suggested to insert *Authority* after Spokane Transit.

Article II - Purpose

Discussion held regarding public outreach versus public input and feedback.

Ms. Hayes asked if both *education* bullet points should be included and is it redundant.

Regarding "act as an educational arm of the organization to reach out to the public", Ms. Bemiller had commented that this needs to be defined in more detail and suggested defining the public that the Committee is trying to reach. Each Committee member should represent different segments of the public.

Ms. Bousley said that in other areas of the Charter the public is more defined.

Regarding "act as a focused, educated forum for public input and feedback for the organization", Ms. Bemiller had commented that this needs to have more understanding and participation of the CAC members.

Mr. Driscoll said the statement is clear to him, the CAC is a body that is taking in public input.

Ms. Papenleur asked where the recommendations go and how do they get communicated to the Board.

Ms. Bousley said the CAC makes recommendations to the Performance Monitoring & External Relations Committee (PM&ER) who then vote and make a recommendation to the Board. She reviewed the organizational structure of STA.

Ms. Campeau commented that she was on the Finance Committee for STA, one step below the Board of Directors. At that time the Committee performed all the leg work for buying buses etc. and then recommended findings to the Board who then made a decision. The CAC is similar, but on a different level. It is important to educate the public. It is an important part, as information gatherer, and then pass it on.

Ms. Bousley said that that is one of the key purposes of the CAC is to have a broad array of the community represented.

Mr. Frazier commented that the CAC is the only Committee that does not include a member of the STA Board. The CAC is an at large public committee.

Ms. Putney suggested under Article III Scope of Work, following “make recommendations, at its discretion, and present them to the”, insert *Performance Monitoring & External Relations Committee for recommendation to the STA Board of Directors*.

Ms. Papenleur asked about the last bullet in Article II – Purpose, where it says “*and transit service employees*”. She asked if the CAC represents transit service employees?

Mr. Driscoll commented that there was a union member on the Operations Committee.

Discussion ensued and it was agreed to remove “transit service employees” and insert *from the STA Public Transportation Benefit Area (PTBA)*.

Ms. Bousley asked if there are any changes to the statement; “The CAC will represent the interests of the community and assist staff and the Board of Directors in making the region proud of its public transportation system”.

Mr. Lynch asked how we (CAC) do it and how has it been done previously? He added it is more important for the committee to understand the statement rather than edit the statement. He is questioning whether the CAC does this.

Ms. Papenleur commented that hopefully the recommendations that are made make the organization more effective and make the region proud.

Mr. Driscoll said that when he was on the STA Operations Committee the function was to be a liaison back to the public, a pulse of the community.

Mr. Lynch said that when the CAC was involved with the tariff study he felt they were a liaison. He said that since the tariff study he is not sure the CAC has fulfilled that role. He said the CAC needs to live up to the purposes in the Charter and become more active.

Mr. Frazier suggested that during the ballot measure the CAC could have been used more for that effort.

Discussion ensued.

Mr. Lynch said he was involved personally in the ballot effort. After the official close of a CAC meeting, he requested a conversation with those present. The ballot conversation was not a part of the official meeting.

It was agreed by all to leave the statement as is, “The CAC will represent the interests of the community and assist staff and the Board of Directors in making the region proud of its public transportation system”.

Article III – Scope of Work

Ms. Bousley reviewed the current statements and suggested that STA staff could serve the CAC members better, by getting the Committee involved in issues such as assessing STA’s performance, looking at the strategic plan or quarterly performance metrics and to access progress and make recommendations on STA goals.

Mr. Howell asked if the strategic plan is available to the Committee members.

Mr. Frazier asked if Mr. Howell would receive a CAC orientation book with STA core documents.

Ms. Bousley asked if other members would like an orientation book or orientation.

Ms. Campeau indicated she would like an orientation also.

Mr. Frazier requested that staff provide new members an informational notebook be added.

Article IV - Composition

Ms. Hayes asked how to make this section less wordy and more meaningful.

Discussion ensued.

Mr. Lynch said he has concerns regarding the “proponents and opponents” verbiage. This means that someone who opposes or is a critic of STA would sit on the Committee and will we meet that mandate.

Mr. Driscoll said it is important to get different perspectives. It is important to keep this document as understandable as possible.

Mr. Frazier suggested eliminating the last sentence that includes “proponents and opponents” and including *diverse representation*.

Mr. Lynch suggested adding that as a part of diversity STA welcomes potentially critical individuals instead of the mandate to include critics of STA.

Ms. Papenleur suggested diversity of opinion.

Ms. Bousley suggested regional representation and diversity of opinion.

All agreed.

Ms. Hayes asked if the CAC would be able to review the Charter with all suggested edits and who approves the changes.

Ms. Bousley said the suggested changes to the Charter will be distributed and reviewed by all CAC members, then forwarded to the Directors.

Mr. Frazier said that the CAC proposes the final changes to the document, but final approval will be by the STA Board.

Article V - Membership Selection Process

Discussion ensued regarding “followed by an appointment from the Board Chair”.

Mr. Frazier asked if the Board Chair or Board appoints.

Ms. Bousley said it would be the Board.

Mr. Lynch suggested “*may*” vote to recommend candidates to the PM&ER Committee and PM&ER “*may*” vote to recommend to the STA Board.

Mr. Frazier suggested adding, after the application process, that Staff and a CAC representative meet with candidates.

Mr. Lynch said that previously, candidates were interviewed by the STA Board Chair or representative prior to coming to the CAC.

Discussion ensued regarding the current process which has not been consistent.

Ms. Bousley inserted steps to show process of membership.

The suggested changes were reviewed and all agreed.

Mr. Frazier asked why must CAC members be registered voters. Not all STA riders are registered voters.

Ms. Hayes suggested asking the Board about this CAC requirement.

Discussion ensued regarding the groups from which participation will be sought, in particular Citizen at Large.

Mr. Frazier asked if there is a minimum age requirement for the youth category.

Discussion ensued.

Mr. Frazier asked what a Citizen at Large is.

Mr. Driscoll asked if STA advertises for Committee members.

Ms. Bousley said not since she had been at STA.

It was agreed to remove Citizen at Large category.

At approximately 6:05 p.m. Larry Luton joined the committee.

Article VI - Membership Rotation Process

Mr. Frazier suggested adding “September” to the statement, “Annually, the CAC will select the Chair of the CAC”.

All agreed with that suggestion.

Ms. Putney read what Ms. Jones had submitted. “ I move that the term of office be changed from two to four years with the following four year term if the member desires to stay. If the member’s position cannot be filled at the end of eight years, I move that the member be allowed to continue to serve until a replacement can be found”.

Ms. Bemiller commented that a two year term is too short, a member barely gets started, and would like to see that increase to four years. She seconded the motion.

Mr. Driscoll suggested one four year term, with an additional two year term. It takes time to gain knowledge about STA.

Ms. Bousley commented that according to the current Charter, everyone except for Mr. Howell, Mr. Luton and Mr. Lapidus would be coming off of the Committee next July 2016.

Mr. Lynch suggests a three year term with the option of serving an additional term so that an individual could serve up to six years. In addition, he suggests that the existing members terms that are due to expire in July 2016, that they be prorated so that one third of the CAC committee expire each year.

Mr. Luton said that if there is not going to be an active recruiting process, there should be some way to keep membership on the Committee. After two terms, an individual could serve an additional term if approved by the full Board.

Ms. Bousley commented that the Charter states "as per STA Bylaws".

Mr. Lynch said rather than changing the Bylaws (which states membership is for a two year term), someone could be eligible for two, three year terms for a total of six years.

Mr. Howell agreed with the three year term idea. Sometimes adjustments need to be made because an individual may not complete their three year term.

Ms. Bousley asked who would decide on extending an individual's term on the Committee.

Mr. Blaska said that would most likely be a Board decision on that position. It is important to have as broad of representation as possible. The two year terms are most likely a holdover from the past Operations Committee. He agreed that it takes a year or so to gain knowledge to contribute.

Mr. Frazier asked the members their preference on three year versus four year terms.

The majority agreed with three year terms.

Mr. Driscoll asked if there were restrictions on getting off the Committee and then back on the Committee.

Mr. Blaska said not now.

Mr. Luton asked who makes the appointments.

Mr. Blaska said the appointments are confirmed by the Board after being recommended by the PM&ER Committee.

Mr. Lynch moved to amend his motion on the floor from "four year terms **to three year terms** with a follow up second term of **three years** (not four years)".

The motion was seconded.

Mr. Frazier read the entire proposed section;

As per STA bylaws, membership on the CAC is for a three-year term with at least five members appointed/reappointed each year. At the end of their term, members can reapply to serve a second term for a total of two three-year terms. No more than one third of members will rotate off the CAC each year. If a member needs to leave the CAC prior to the end of their term, a new candidate will be selected to serve out the remainder of their term.

The majority agreed with the statement.

Mr. Driscoll opposed and asked if five members were going to be recruited each year.

Additional discussion ensued regarding "no more than one third of members will rotate off the Committee each year".

Mr. Lynch said that statement cannot be enforced.

Discussion ensued regarding eliminating the statement regarding one third of members will rotate off.

Mr. Luton asked if a partial term was considered a full term when two term limits are completed.

Mr. Campeau agreed that it takes at least a year to learn about STA.

Mr. Frazier agreed with two full three year terms, but also with Board approval could re-apply.

Due to time, Discussion tabled at Article VI.

Update on June & July Workshops

Mr. Blaska said that the Board reviewed the Comprehensive Plan and agreed with the Plan. The Board also agreed that quality service was important no matter if service cuts do happen and that STA should continue to invest in technology. The Board was mixed on whether the STA Moving Forward package was still in their comprehensive vision. There are two separate issues; the decision whether to make these investments over the next 10-15 years and the decision to fund these projects. The vision could still be there, but there may be different paths to get there. There will still be discussion as to whether that package is the vision. Due to the Board turnover, the workshop today focused on a more clear understanding of STA's budget and financial projections. It was clear at today's meeting that there was some disagreement as to the validity of our current budget and projections. Questions that need to be answered are; are sales tax projections appropriate, are the proposed increases to our operating costs appropriate and is the organization operating as efficiently as possible. Newer Board members have asked questions and all the issues have not been resolved yet. First, the Board needs to agree on a starting point in order to plan for the future. There will be additional financial budget & capital budget sessions where Board members will focus on the detail. STA has been very responsible in its financials and welcomes the Board

members to review. Once the Board members have an understanding of financials and projections, they will be able to determine funding choices which include more revenue in the form of sales tax or service reductions. The Board has indicated that trimming or cutting back is an option. During the ballot measure the Board was not unified.

Mr. Lynch asked about Board members term limits. Due to the fact that it takes time to learn about STA, his hope is that Board members will be serving after their knowledge of STA increases.

5. SET MEETING SCHEDULE & AGENDA ITEMS FOR FUTURE MEETINGS

Ms. Bousley suggested finish the review of the Charter, an update on agency performance metrics and an update on STA's new advertising agency.

Ms. Papenleur suggested a continued update on STA Workshop progress.

Dr. Rudy asked if the Charter mentions the STA Bylaws, should the CAC review the Bylaws.

Mr. Luton asked if there was any chance that the Bylaws need to be changed.

Ms. Papenleur asked if material could be distributed prior to the meeting.

Ms. Bousley said that the strategic plan and performance measures will be sent out. Information packets will need to be arranged.

Mr. Lynch asked about the election of the CAC Chair should be added to the September agenda.

8. ADJOURN

With there being no further business to come before the Committee, Acting Chair Papenleur adjourned the meeting at 6:45 p.m.

Respectfully submitted,

Merilee Robar
Executive Assistant to the Director of Finance & Information Services