

Spokane Transit Authority  
1230 West Boone Avenue  
Spokane, Washington 99201-2686  
(509) 325-6000

**CITIZEN ADVISORY COMMITTEE MEETING (CAC)**  
Meeting Minutes for June 14, 2017  
Southside Conference Room

**MEMBERS PRESENT**

Dennis Anderson  
Ann Campeau  
Victor Frazier  
Charles Hansen  
Resa Hayes  
Margaret Jones  
Brian Kamp  
Larry Lapidus  
Larry Luton  
Michelle Rasmussen

**STAFF PRESENT**

Beth Bousley, Director of Communications & Customer Service  
Stacia Bowers, Executive Assistant to the Director of Communications & Customer Service  
Karl Otterstrom, Director of Planning

**GUESTS**

Rich Duncan

**MEMBERS ABSENT**

Dick Denenny  
Charles Howell, Committee Chair  
Fran Papenleur

**1. CALL TO ORDER AND ROLL CALL**

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

**2. PUBLIC EXPRESSIONS**

None.

**3. COMMITTEE ACTION:**

**a. Minutes of the Citizen Advisory Committee - Corrections or Approval**

Mr. Frazier asked the Committee to address the minutes of the May 10, 2017 meeting.

The minutes were approved.

**4. COMMITTEE REPORTS:**

**a. Potential Charter Updates:**

This item is tabled until the Chair is present for the discussion.

**b. Recruitment/Orientation Update:**

The committee voted and approved the nomination of Madison Leonard to be forwarded to PMER for approval.

Beth Bousley gave a status update on CAC members and candidates. She reviewed recruitment priorities and reported the development of a media plan that will be reviewed by CAC members.

**c. CAC Chair Discussion:**

Mr. Frazier reminded the committee that there will be an election for chair in September and asked that anyone interested in the chair position reach out to him or Charlie Howell.

**d. STAMF Progress Update/Draft Project Scorecard:**

Karl Otterstrom reviewed the goals of the communication plan, relevant strategies and reviewed the work plan engagement calendar.

Mr. Otterstrom suggested the committee be involved in field trips on Saturday mornings as part of their project related outreach.

Save the date invitations for the West Plains Transit Center (WPTC) ground breaking will be sent to CAC members.

Karl Otterstrom will update the Draft Work Plan of CAC/STAMF Engagement (thru 2018) graph and it will be emailed to CAC members.

There was discussion and a suggestion to set an annual agenda calendar and to have any goals for the meeting in the agenda/packet that is sent out prior to the meeting.

Karl Otterstrom proposed a formal report annually addressing the planning report rating to PMER in October.

Beth Bousley suggested that the CAC agenda should include a communications brief each meeting and it could include any media press alerts.

**e. PMER Observations**

Victor Frazier was unable to attend. Mr. Frazier, the PMER representative, asked to have another CAC member be an alternate to attend the PMER meetings held the 1<sup>st</sup> Wednesday of each month from 1.30-3.00pm. The next meeting is being held on July 12, 2017, due to the holiday.

Charles Hansen volunteered to try and attend the meetings.

**5. GENERAL BUSINESS:**

Beth Bousley reviewed the Communications Plan update.

There was a question regarding advertising and the lawsuit in the news. Beth Bousley informed the committee that she would forward communications regarding advertising to the CAC when it goes out to the Board

**6. SET MEETING SCHEDULE & AGENDA ITEMS:**

- Minutes of the June 14, 2017, Committee meeting – *Corrections/Approval*
- Charter Updates
- CAC Media Plan/Communications Brief
- Recruitment/Orientation
- Chair discussion
- PMER Observations
- STAMF
- Review communications strategy for September service change
- Review communications strategy Division Street HPT Lite improvements

**7. ADJOURN**

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'SB', written in a cursive style.

Stacia Bowers  
Executive Assistant to the Director of  
Communication & Customer Service