



**MAX Transportation Authority Board Meeting Agenda
Tuesday, March 24, 2008
3:30 PM
Padnos Transportation Center/
MAX Administrative Offices Board Room
171 Lincoln Ave., Ste. 20
Holland, MI 49423**

- 1. Approval of the Board minutes: February 26, 2008 - Action**
- 2. Opportunity for Public Comment**
- 3. Marketing Committee**
- 4. Executive Committee:**
 - a) Purchasing Rules and Regulations – Action**
 - b) Schedule of Fares, User Fees – Action**
 - c) Board Visioning Session**
 - d) Ridership Report – February, 2008 – For Review**
 - e) Financial Report – February, 2008 – For Review**
 - f) Expenditure Report – February, 2008 – For Review**
- 5. Other Business**
- 6. Adjournment – Action**

If you cannot attend the meeting, please contact Kathie VandenBand at (616) 928-2476.

**Next meeting is April 22, 2008 at 3:30 pm at
MAX Administrative Office Board Room**



**Macatawa Area Express Transportation
Authority Meeting Minutes
Tuesday, March 24, 2008**

The Macatawa Area Express Transportation Authority met at 3:30 pm at the Padnos Transportation Center Board Room.

Members Present: Chair Nancy Burkitt, Vice-Chair Polly Diehl, Secretary/Treasurer Bob VandeVusse, Board Members Joe Baumann, Russ TeSlaa and Ex-Officio Al Dannenburg

Members Absent: Doug Bazuin and Steve Bulthuis

Staff Present: MAX Coordinator Linda LeFebre, MAX Marketing Specialist Sherri Betz and City of Holland Finance Director Tim Vagle

Others Present: Dean Peterson, MDOT, Betty Perin, MV Operations Manager and Greg Chandler, The Grand Rapids Press

08.03.1 **Minutes Approved:**

A motion was made by Diehl and supported by Baumann to approve the February 26, 2008 meeting minutes as written. Motion carried unanimously.

08.03.2 **Opportunity for Public Comment:**

There was no public comment.

08.03.3 **Marketing Committee:**

08.03.3a

Earth Day

Diehl explained to the Board that the Marketing Committee has recommended offering free rides on the fixed routes in observance of Earth Day on Tuesday, April 22, 2008. A motion was made by Diehl and supported by TeSlaa to offer free rides on the fixed routes in observance of Earth Day on Tuesday, April 22, 2008. Motion carried unanimously.

08.03.3b **Crosstown Communications**

Diehl explained that the contract with Crosstown Communications has been terminated and will be effective April 4, 2008. The Marketing Committee has explored a Professional Services Agreement with Tailored Marketing. The terms of the Professional Services Agreement are similar to the arrangement with Crosstown Communications. A draft of the agreement will be sent to all Board members via e-mail to review. A motion was made by Diehl and supported by TeSlaa to approve the Professional Services Agreement with Tailored Marketing subject to Board review via e-mail. Motion carried unanimously.

08.03.4 **Executive Committee:**

08.03.4a

Purchasing Rules and Regulations

LeFebre explained that language was added to the Purchasing Rules and Regulations for situations when only one bid is received in response to a solicitation for quotes or Request For Proposals. A motion was made by VandeVusse and supported by Baumann to amend the Purchasing Rules and Regulations to include the language presented to the Board at their meeting. Motion carried unanimously.

- 08.03.4b** Schedule of Fares and User Fees
LeFebre summarized to the Board that passengers can now purchase MAX passes online and a \$2.00 shipping and handling charge is suggested to handle the processing fees and cost of postage. A motion was made by Diehl and supported by TeSlaa to approve the amendment to the Schedule of Fares and User Fees to include the \$2.00 charge for online sales of MAX passes. Motion carried unanimously.
- 08.03.4c** Board Visioning Session
LeFebre reminded Board members of the first Visioning session this Saturday, March 29, 2008.
- 08.03.4d** Ridership Report, February, 2008
No Discussion
- 08.03.4e** Financial Report, February, 2008
No Discussion
- 08.03.4f** Expenditure Report, February, 2008
No Discussion
- 08.03.5** **Other Business:**
- 08.03.5a** TeSlaa Reported to the Board on the MACC policy committee meeting. A report was given regarding the study by Ottawa County on providing linkages in the triplex area of Kent, Ottawa and Muskegon Counties to allow residents to travel between the counties. GVSU is facilitating the discussion for the three counties.
- 08.03.5b** LeFebre reported on the Charrette which took place on Tuesday, March 18, 2008. The community identified three transportation priorities at the charrette: Expansion + Connection, Education and Coordination.
- 08.03.6** **Adjournment:**
A motion was made by Diehl and supported by Burkitt to adjourn the meeting. Motion carried unanimously.