



**MAX Transportation Authority Board Meeting Agenda
Tuesday, April 22, 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: March 25, 2008 – Action**
- 2. Opportunity for Public Comment**
- 3. Marketing Committee:**
 - a) Free Fixed route rides on May 6, 2008 – Action**
 - b) Other business**
- 4. Executive Committee:**
 - a) Ridership Report – March, 2008 – For Review Only**
 - b) Financial Report – March, 2008 – For Review Only**
 - c) Expenditure Reports – March, 2008 – For Review Only**
 - d) Millage Levy – Action**
 - e) Clean Cities Coalition – Action**
 - f) Local Advisory Council Meeting minutes – For Review Only**
- 5. Other Business**
 - a) Board Visioning Session**
 - b) Michigan Transit Pool Conference**
- 6. Adjournment**

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

**Next meeting is 3:30 pm on May 27, 2008 at the
MAX Administrative Office Board Room**



**Macatawa Area Express Transportation
Authority Meeting Minutes
Tuesday, April 22, 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, Doug Bazuin and Ex-Officio Al Dannenburg

Members Absent: Steve Bulthuis and Russ TeSlaa

Staff Present: Linda LeFebre, Sherri Betz, Kathie VandenBand, Tim Vagle

Others Present: Dean Peterson, MDOT, Andrea Goodell, The Holland Sentinel

08.04.1 **Minutes Approved:**

A motion was made by Bazuin and supported by Baumann to approve the March 25, 2008 meeting minutes as written. Motion carried unanimously.

08.04.2 **Opportunity for Public Comment:**

There was no public comment.

08.04.3 **Marketing Committee:**

08.04.3a **Election Day**

A motion was made by Diehl and supported by Bazuin to offer fixed route free rides on May 6, 2008 for Election Day. Motion carried unanimously.

08.04.3b **Website**

Diehl announced the newly-developed MAX website now offers the Google Transit trip-planning service. This allows website visitors to plan their trips on the fixed route with the Google software showing the nearest bus stops, and pick-up times including any transfers. The Google Transit service officially launched April 22, 2008.

The Marketing Committee is looking at ways to encourage the public to purchase on-line bus passes.

08.04.3c **Tulip Time**

Diehl reported to the Board that Tulip Time Park-N-Ride service will operate for the first time this year. Brochures will be available at various locations in the Greater Holland/Zeeland area.

08.04.3d **Upcoming Events**

The Marketing Committee is looking forward to participating in upcoming events in Holland. These events include:

- 1) May 3, 2008 – LAUP Fiesta
- 2) May 3, 2008 – Tulip Time Kinderplaats
- 3) May 30, 2008 – Senior Community Day at Evergreen Commons
- 4) June 12, 2008 – Moran Park Neighborhood Event

- 08.04.3e** Kangaroo Costume
A new Kangaroo Costume has been ordered due to age and wear.
- 08.04.3f** July 4, 2008
WJQ Radio has suggested MAX provide a shuttle bus from the Civic Center to Centennial Park for the 4th of July Events. Discussions are taking place regarding this shuttle service.
- 08.04.4** **Executive Committee:**
- 08.04.4a** Ridership Report, February, 2008
No Discussion
- 08.04.4b** Financial Report, February, 2008
No Discussion
- 08.04.4c** Expenditure Report, February, 2008
No Discussion
- 08.04.4d** Millage Levy
LeFebre summarized the current 15-month budget and projected cash expenses through September 30, 2008. Staff recommends that the Board levy .35 mill in 2008 due to a lower tax base in 2008, higher fuel costs, technology costs, an aging fleet, cash flow and State funding reduction. A motion was made by Diehl and supported by Bazuin to authorize the Board Secretary/Treasurer to sign the resolution presented to the Board at the April 22, 2008 Board meeting and to authorize the Board Chair and/or Board Secretary/Treasurer to sign the necessary forms required by Ottawa and Allegan Counties. Motion carried unanimously.
- 08.04.4e** Clean Cities Coalition
The West Michigan Clean Cities Coalition, a program of the U.S. Department of Energy, is seeking partnerships with cities of metropolitan areas to adopt practices that contribute to the reduction of petroleum consumption in the transportation sector.
- A motion was made by Diehl and supported by Baumann to authorize the Board Chair to sign a non-binding letter of commitment and to designate a representative to actively participate in the coalition on one of the working groups. The Board will also commit to pursuing these three initiatives: to work to install bio diesel at the City fueling station; consider alternate fuel capability on MAX replacement vehicles and promote the use of public transportation. Motion carried unanimously.
- 08.04.4f** Local Advisory Council Meeting minutes
No Discussion
- 08.04.5** **Other Business:**
- 08.04.5a** Board Visioning Session
The last of the two Board Visioning Sessions will be held Saturday, April 26 at the City of Holland Police Department at 10:00 am.
- 08.04.5b** Michigan Transit Pool Conference
LeFebre will be attending the Michigan Transit Pool Conference in Claire, Michigan on April 24 and 25.

08.04.5c

Transportation Study

LeFebre and Bazuin reported on a recent study conducted by Disability Network/Lakeshore on unmet transportation needs. The Transportation Action Team Members partnering with the Hope College Frost Research Center identified three priorities to focus on when moving forward:

- 1) Expansion + Connection: To expand transportation geographically to include neighboring communities and to connect the counties of Kent, Ottawa and Muskegon.
- 2) Education: To educate citizens/organizations on the use and benefits of public transportation.
- 3) Coordination: To seek partnerships among transit providers, business/industry and other groups to meet current and future transit needs.

Peterson of MDOT complemented the group on both the study and the process.

08.04.5d

Resignation

Burkitt informed the Board she plans to resign. She will work with the Township Board on a replacement.

08.04.6

Adjournment:

A motion was made by Diehl and supported by Bazuin to adjourn the meeting. Motion carried unanimously.