



**MAX Transportation Authority Board Meeting Agenda
Monday, October 27, 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: September 22, 2008**
- 2. Opportunity for Public Comment**
- 3. Public Hearing for FY 2009 Budget**
- 4. Adoption of Budget Resolution – Action**
- 5. Marketing Committee:**
 - a) Video Production Proposal – Action**
 - b) November Stuff the Bus Food Drive**
- 6. Executive Committee:**
 - a) Schedule of Fees and Fares – Action**
 - b) Audit – Information**
 - c) Bus Stop Lease – Action**
 - d) Financial Report – September 2008 – For Review Only**
 - e) Ridership Report – September 2008 – For Review Only**
 - f) Expenditure Report – September 2008 – For Review Only**
- 7. MAX Coordinator's Report**
 - a) Night Owl – Verbal Report**
 - b) Safety and Security – For Review Only**
- 8. Other Business**
- 9. Adjournment**

After the meeting, Brenda VanderMeulen, Riverhills Consulting, will continue Board discussion on Mission/Vision.

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

**Next meeting is November 24, 2008 at 3:30 pm at
MAX Administrative Office Board Room**



Macatawa Area Express Transportation
Authority Meeting Minutes
Monday, October 27, 2008

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

Members Present: Chair Polly Diehl, Vice Chair Russ TeSlaa, Secretary/Treasurer Bob VandeVusse Board Members Joe Baumann, Steve Bulthuis, Mike DeVries, Ex-Officio Al Dannenburg.

Members Absent: Nancy Burkitt

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

Others Present: Dean Peterson, MDOT, Kathryn Gillen, Disability Network/Lakeshore, Katie Driesenga, General Manager, MV Transportation, Steve Bailey, Operations Manager, MV Transportation, Greg Chandler, The Grand Rapids Press

08.10.1 **Minutes Approved:**
A motion was made by Baumann and supported by DeVries to approve the September 22, 2008 Board meeting minutes as written. Motion carried unanimously.

08.10.2 **Opportunity for Public Comment**
There was no public comment

08.10.3 **Public hearing on for FY 2009 Budget:**
Diehl officially opened the Public Hearing for the FY 2009 Budget. There was no public comment.
Diehl closed the Public Hearing.

08.10.4 **Adoption of Budget Resolution:**
A public notice to review and comment on the proposed FY 2009 Budget was placed in the local newspaper on October 13, 2009. The proposed budget was placed on file for public review.

A motion was made by VandeVusse and supported by Baumann to adopt the FY 2009 Annual Budget Resolution and to authorize the Board Secretary to sign the resolution on behalf of the Board.

Motion carried unanimously.

08.10.5 **Marketing Committee:**

08.10.5a **Video Production Proposal**

Diehl reported after receiving bids for video production, the MAX Marketing Committee awarded the bid to Grooters Production in Holland for \$9,975 to produce two new :30 cable TV commercials. These advertisements will begin airing in early to mid November.

08.10.5b

Cable Television Advertising

The Marketing Committee is requesting Board approval to award \$15,980 of the Marketing Budget to Charter Media for 3,328 commercials to be aired on eight different cable networks offered by Comcast and Charter Communications.

A motion was made by DeVries and supported by TeSlaa to approve the annual cable TV program with Charter Media in the amount of \$15,980.

Motion carried unanimously.

08.10.5c

November Stuff the Bus Food Drive

The Marketing Committee recommends holding once again an annual food drive to help stock the food pantries at Community Action House. The Drive will be held from November 17 – December 2, 2008 (2 ½ weeks).

The Committee is seeking Board approval to allow fixed route passengers to donate a non-perishable or personal care item for at least the value of a one way fare in lieu of a cash fare for the duration of the Food Drive.

A motion was made by TeSlaa and supported by Bulthuis to approve donations in lieu of fares on the fixed routes for the period beginning November 17, 2008 and ending December 2, 2008.

Motion carried unanimously.

08.10.5d

Passenger Survey

Betz reported to the Board an on-board survey had been conducted for 5 days in September. This is the first survey taken since the fixed route expansion. The survey was used to measure customer satisfaction with our service and routes and held 9 questions written in English and Spanish. Though the response rate was lower than surveys held in the past, the Marketing Committee gained valuable information:

- About 1/3 of the responses revealed first time users since the route expansion
- About 2/3 do not drive or have access to a vehicle
- Number 1 reason for riding MAX was shopping followed by work
- MAX was given an over-all ‘High’ rating
- About 1/3 rated MAX poor to good in Route Frequency and Hours of Service

08.10.5d

Holland City Connection Program

Produced by MAC-TV, MAX was featured in a one-hour program for Holland City Connection. The program provides route info, gives a mini travel training session and features the Mayor discussing the West Michigan Transit Linkages Study. The show will air on the local cable channel for the month of November and perhaps longer. The Marketing Committee will explore posting it on UTube as well as our website.

08.10.5e

Annual Report

The annual report is currently being designed and finalized.

08.10.5f

Holiday Greeting Cards

The Holiday Greeting Cards are being printed and will be mailed with the annual report.

08.10.5g

Election Day

Free rides will be offered to all fixed route passengers on Election Day.

08.10.6

Executive Committee:

08.10.6a

Schedule of Fares:

The FY 2009 Schedule of Fares, User Fees and Charges for Services remains the same as the previous year with the exception of the demand response fare increase to \$3.00 for anyone who is *not* an ADA cardholder and not a senior or child under 5.

A motion was made by Bulthuis and supported by Baumann to adopt the Schedule of Fares and User Fees as written.

Motion carried unanimously.

08.10.6b

Audit

Rehmann Robson is auditing MAX for the 15-month period ending Sept. 30, 2008. Tim Vagle, the Board's Chief Financial Officer, has signed the engagement letter on behalf of the Board. Copies of the engagement letter and auditor's responsibilities in a financial statement audit, including Auditor's responsibilities for testing and reporting on compliance with laws/and regulations and internal control over financial reporting were distributed to the entire Board.

08.10.6c

Bus Stop Lease

MAX customer service rep, Charlie Veldhoff has been working with Holland Rescue Mission Executive Director, Darryl Bartlett regarding the placement of a passenger shelter located at the CBI Building on River Ave. A Bus Stop Lease Agreement was drafted by the Authority's attorney. The entire project would be funded by Federal and State capital grants.

A motion was made by TeSlaa and supported by DeVries to authorize the execution of the Bus Stop Lease Agreement and to authorize the Board Chair and Secretary to sign the Agreement on behalf of the Board.

Motion carried unanimously.

08.10.6d

Financial Report – September, 2008

There was no discussion

08.10.6e

Ridership Report – September, 2008

There was no discussion

08.10.6f

Expenditure Report – September, 2008

There was no discussion

08.10.7

MAX Coordinator's Report:

08.10.7a

Night Owl

LeFebre reported the first night of the Night Owl Service, there were a total of four riders. After nearly a month of service, the average number of riders per night is fourteen.

08.10.7b

Safety and Security

With input from the Holland Police Department's security specialist, MAX developed a Request for Proposal for a security system and invited area security firms to respond. Two proposals were received and with the recommendation of the HPD, the bid was awarded to Holland Vision Systems who provided the most detail and value in their proposal while also being the lowest bidder at \$7,089.50.

HVS will be installing five security cameras and promises to meet the deadline of November 14, 2008 for completion.

08.10.8

Other Business:

08.10.8a

Disposition of Surplus Computer Equipment

MAX has a surplus of outdated computers which are more than six years old. The City of Holland's Technology Services will prepare the computers for recycling by drilling through the hard drives and then have the towers picked up by a recycling service.

A motion was made by Baumann and supported by DeVries to authorize the removal of the unneeded computer equipment from the MAX fixed asset's inventory list and to authorize Technology Services to recycle the computers.

Motion carried unanimously.

08.10.8b

Van-Car Accident

LeFebre reported on the condition of the Hope College Student seriously injured in an accident with a MAX vehicle on October 10, 2008. The student is currently at the University of Michigan Hospital and the extent and permanence of his injuries is unknown.

08.10.8c

AED

An Automated External Defibrillator has been installed in the MAX Administrative office and five staff members have been trained in the use of the device along with CPR training.

Also, a panic button has been installed at the front desk whose alarm signal will go directly to Guardian Alarm Company.

08.10.9

Adjournment:

A motion was made by DeVries and supported by Baumann to adjourn.
Motion carried unanimously.