



MAX Transportation Authority Board Meeting Agenda

Monday, September 28, 2009

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: August 24, 2009 – Action**
- 2. Opportunity for Public Comment**
- 3. Marketing Committee:**
 - a) Stuff the Bus – Action**
 - b) Frost Research Survey – Presentation from Frost on Fixed Route Passenger Survey**
- 4. Executive Committee:**
 - a) Surplus Buses – Action**
 - b) Policy on Trolley Usage – Action**
 - c) Ridership Report – August, 2009– For Review Only**
 - d) Financial Report – August, 2009 – For Review Only**
 - e) Expenditure Report – August, 2009 – For Review Only**
- 5. MAX Coordinator’s Report**
- 6. Other Business**
- 7. Adjournment**

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

Next meeting is Monday, October 26, 2009 at 3:30 pm at the Padnos Transportation Center MAX Administrative Office Board Room



**Macatawa Area Express Transportation
Authority Meeting Minutes
Monday, September 28, 2009**

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, Board Members, Joe Baumann, Steve Bulthuis, Dave Fackler, Ex-Officio Al Dannenburg, Youth Representative on Board, Laurel Ackerman

Members Absent: Secretary/Treasurer Bob VandeVusse, Board Member Mike DeVries

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

Others Present: Laurie VanArk and Marty Hill, Frost Research Center, Myron Kukla, The Grand Rapids Press; Katie Driesenga, General Manager MV Transit

09.09.1 **Minutes Approved:**
A motion was made by Baumann and supported by Bulthuis to approve the August 24, 2009 Board meeting minutes as written.

Motion carried unanimously.

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

09.09.3 **Marketing Committee:**
09.09.3a **Stuff the Bus**
A motion was made by TeSlaa and supported by Fackler to accept food donations worth at least \$1.00 in lieu of cash fare on the fixed routes for the 5th annual "Stuff the Bus" Food Drive starting November 9 and ending November 20, 2009.

Motion carried unanimously.

09.09.3b **Passenger Survey**
VanArk and Hill from Frost Center for Social Science Research, Hope College presented the results of the 9/1/09 – 9/11/09 fixed route passenger surveys. A total of 307 surveys were calculated and the overall results indicated passengers highly rated driver courtesy and helpfulness, bus comfort and cleanliness, fares and destinations. According to MAX passengers, the two areas that could be addressed involve the hours and days of service.

09.09.3c

Marketing Update

Betz reported MAX is active on Face Book and Twitter and will be using these tools to publish e-newsletters and live updates such as route changes due to construction.

09.09.4

Executive Committee:

09.09.4a

Surplus Buses

A motion was made by Baumann and supported by TeSlaa to declare four (4) MAX 1999 Bluebird buses as surplus and to publish notices to accept bids from salvage yards for disposal.

Motion carried unanimously.

09.09.4b

Policy on Trolley Usage

A motion was made by Bulhuis and supported by TeSlaa to continue to charge Trolley fees to all charities and non profit organizations as written and to charge \$75 per hour during FY10 for the City of Holland, Holland Charter Township and the City of Zeeland sponsored events with the fee to be reviewed and adjusted on an annual basis.

Motion carried unanimously.

09.09.4c

Ridership Report – August, 2009

There was no discussion

09.09.4d

Financial Report – August, 2009

There was no discussion

09.09.4e

Expenditure Report – August, 2009

There was no discussion

09.09.5

MAX Coordinator's Report:

LeFebre informed the Board that any and all updates regarding the State Budget are passed along to Board Members as received.

09.09.6

Other Business:

There was no other business to report.

09.09.7

Adjournment:

A motion was made by Fackler and supported by Bulhuis to adjourn.

Motion carried unanimously.