



**MAX Transportation Authority Board Meeting Agenda
Tuesday, August 28, 2007
3:30 PM
Padnos Transportation Center/
MAX Administrative Offices Board Room
171 Lincoln Ave., Ste. 20
Holland, MI 49423**

- 1. Approval of the minutes: July 24, 2007**
- 2. Opportunity for Public Comment**
- 3. Operations Committee:**
 - 1) Ridership Report – July 2007 – For Review Only**
- 4. Marketing Committee:**
 - 1) Advertising Contract**
 - 2) Other Business**
- 5. Executive Committee:**
 - 1) Literature Policy**
 - 2) Insurance**
 - 3) MDOT Contracts/Reassignments**
 - 4) Financial Report – July 24, 2007 – For Review Only**
- 6. Other Business**
- 7. Adjournment**

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

**Next meeting is Sept. 25 at 3:30 pm at
MAX Administrative Office Board Room**



**Macatawa Area Express Transportation
Authority Meeting Minutes
Tuesday, August 28, 2007**

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

Members Present: Vice-Chair Polly Diehl, Secretary/Treasurer Bob VandeVusse, Board Members Joe Baumann, Doug Bazuin, Steve Bulthuis and Russ TeSlaa

Members Absent: Chair Nancy Burkitt, Ex-Officio Al Dannenburg

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

Others Present: Dean Peterson, MDOT; Kloosterman, Holland Sentinel

07.8.1 **Minutes Approved:**

A motion was made by Bazuin and supported by Bulthuis to approve the July 24, 2007 meeting minutes. Motion carried unanimously.

07.8.2 **Operations Report:**

Bulthuis summarized the preparations underway for the launch of the new routes. Bus stop signs are currently being installed.

07.8.2a LeFebre summarized the status of the Padnos Transportation Center construction. The project is nearly complete. Bus shelters and light poles still need to be installed and will be installed by the end of September.

07.8.2b Staff is working on a landscape plan for around the building and will try to bring this to the Board for action in September.

07.8.2c Staff is also working on a Sign RFP to replace the sign on 8th and to place a sign at the parking lot.

07.8.2d Bulthuis attended one of the workshops and passengers had comments which the Operations Committee will address.

Marketing Report:

07.8.3 **Advertising Contract:**

Diehl reported that staff has negotiated a contract with Crosstown Communications. The contract has been approved by the MAX attorney and will be effective October 1, 2007. Betz reported that she has checked references for Crosstown Communications and they were positive. The contract is a 3 year contract with an option to renew and provides a 60 day cancellation clause.

A motion was made by Diehl and supported by TeSlaa to execute the contract with Crosstown Communications and to authorize the Chair of Vice Chair to sign the contract on behalf of the Board. Motion carried unanimously.

Other Business:

- 07.8.4** Diehl reported that the workshops were attended by 150 people. The Marketing Director, Betz has taped a 30 minute version of the workshop which will be airing on MACC Television. A Spanish version of the workshop is also underway to air on MAAC TV.
- 07.8.4a** Diehl reported that staff had a customer service training class on Tuesday, August 29, 2007.
- 07.8.4b** Diehl reported that new schedules will be delivered on August 30, 2007 and distribution will begin immediately.
- 07.8.4c** Diehl reported that the beach shuttle has only served 394 passengers to date. The goal was 625. The Marketing Committee will not be recommending continuation of the beach shuttle next year.
- 07.8.4d** Diehl reported that the launch date for the seven routes is still September 4, 2007 and the Marketing Committee has mailed invitations to over 500 people. A press release has also been sent. September 4 will include a ribbon cutting, a blessing of the depot, free gifts to the first 300 passengers, tours of the MX bus and Lakeshore Breeze Trolley, free transit coloring books for children, appearance by the MAX kangaroo and a staffed information desk.
- 07.8.4e** Diehl reported that the staff is working on an Annual Report with an October target for completion.

Executive Committee Report:

Literature Policy:

- 07.8.5** LeFebre presented a literature policy for Board review. The policy covers the placement of literature at the depot and at 433 E. 24th Street. A motion was made by VandeVusse and supported by Bulthuis to approve the Literature policy with the following additions: Tenants of the building (Amtrak, Indian Trails) and MAX governmental agencies are excluded from the policy. Motion carried unanimously.

Insurance:

- 7.8.6** Vagle summarized the Michigan Transit Pool, memberships and its application procedures. Staff has prepared an application to the Pool. A motion was made by TeSlaa and supported by Baumann to submit the application to the Michigan Transit Pool and for the Board Chair or Vice Chair to execute the Memorandum of Liability Coverage and Interlocal Agreement on behalf of the Board. Motion carried unanimously.

MDOT Contracts/Reassignments:

- 7.8.7** LeFebre explained that MDOT has requested that old, expired grant contracts be transferred to the Authority because capital items which are still in use were contained within these contracts. A motion was made by Bazuin and Supported by VandeVusse to have the MAX Coordinator execute these grant contracts on behalf of the Board and have the Treasurer/Secretary execute the resolution.

Adjournment:

- 7.8.8** At 4:20 pm a motion was made by Bulthuis and supported by VandeVusse to adjourn. Motion carried unanimously.