



**Macatawa Area Express
Transportation Authority**

**MAX Transportation Authority Board Meeting Agenda
10/23/07
3:30 pm
Padnos Transportation Center/
MAX Administrative Offices Board Room
171 Lincoln Ave., Ste. 20
Holland, MI 49423**

- 1. Approval of the minutes: September 25, 2007**
- 2. Opportunity for Public Comment**
- 3. Operations Committee:**
 - a. Ridership Report – September 2007 – For Review Only**
- 4. Marketing Committee:**
- 5. Executive Committee:**
 - a. Corporate Authorization Resolution – Macatawa Bank**
 - b. Corporate Authorization Resolution – Bank of Holland**
 - c. Amendment to Management Agreement**
 - d. Expenditure Policy**
 - e. Appointment to Michigan Transit Pool Board**
 - f. Award of Sign Bid (to be sent via e-mail).**
 - g. Financial Report – September 2007 – For Review Only**
 - h. Minutes of Local Advisory Council – October 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 November 27, 2007 at 3:30 pm at
MAX Administrative Office Board Room**



**Macatawa Area Express Transportation
Authority Meeting Minutes
Tuesday, October 23, 2007**

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

Members Present: Chair Nancy Burkitt, Secretary/Treasurer Bob VandeVusse, Board Members Joe Baumann, Doug Bazuin, Steve Bulthuis and Russ TeSlaa, Ex-Officio Al Dannenburg

Members Absent: Vice-Chair Polly Diehl

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

Others Present: Dean Peterson, MDOT; Greg Chandler, the Grand Rapids Press

07.10.1 **Minutes Approved:**

A motion was made by Bazuin and supported by TeSlaa to approve the September 25, 2007 meeting minutes as written. Motion carried unanimously.

07.10.2 **Operations Report:**

Bulthuis reported to the Board that the Operations Committee has been evaluating the launch of the new routes. The Committee expects some modifications will be made as we move forward.

07.10.2a Bulthuis pointed out to the Board that to his knowledge there had never been an Operations Committee description of expectations. He felt it would be beneficial to the Authority for someone on the Operations Committee to meet with the Executive Committee hoping to get ideas to put in writing the Role and Function of the Operations Committee.

07.10.3 **Marketing Report:**

Betz informed the Board the Annual Report is currently being designed and is scheduled for printing in the next few weeks. Distribution is expected the first week of November.

07.10.3a Betz reported that the advertising on the buses has been launched. The Marketing Committee has asked that half of the revenues received from advertising be returned to the Marketing budget. A discussion was held concerning the revenue from the advertising and the Board does not want to set a precedent of allocating revenues from any source to a specific line item of the budget. If Marketing has specific tasks and needs to increase the budget, then the request should be made.

07.10.3b Betz reported an RFP is being prepared for the professional redevelopment and design of the MAX website which. The Marketing Committee will be getting the RFP out in early November and hopes to award a bid within 90 days of the bid notice. A launch date of the new website is tentatively planned for March 1, 2008. The Marketing Committee plans to have on-line Bus Pass sales as part of the new website.

Executive Committee Report:

Corporate Authorization Resolution – Macatawa Bank

- 07.10.4** A motion was made by Bazuin and supported by Baumann to approve the Corporate Authorization Resolution which authorizes three City of Holland Finance staff to perform banking services on behalf of the Board with the Macatawa Bank executed by a signature from the Board Secretary/Treasurer and attested to by the Board Chair or Vice Chair effective October 23, 2007. Motion carried unanimously.

Corporate Authorization Resolution –Bank Of Holland

- 07.10.5** A motion was made by Bazuin and supported by Baumann to approve the Corporate Authorization Resolution which authorizes three City of Holland Finance staff to perform banking services on behalf of the Board with the Bank of Holland executed by a signature from the Board Secretary/Treasurer and attested to by the Board Chair or Vice Chair effective October 23, 2007. Motion carried unanimously.

Amendment to Management Agreement:

- 07.10.6** A motion was made by Bazuin and supported by VandeVusse to approve the First Amendment to the Management Agreement between the City of Holland and the Macatawa Area Express Transportation Authority, which enables the City of Holland to add MAX as an addition insured on its general liability policy, and to authorize the Secretary/Treasurer to sign the amendment on behalf of the Board. Motion carried unanimously.

Expenditure Policy

- 07.10.7** A motion was made by VandeVusse and supported by Bulthuis to adopt the Macatawa Area Express Transportation Authority Expenditure Policy, required by auditors, which allows the MAX Coordinator to approve the weekly payment of invoices for routine items in the Board approved budget. Motion carried unanimously.

Appointment to Michigan Transit Pool Board:

- 07.10.8** LeFebre reported the Board's application to the Michigan Transit Pool has been accepted. The MAX Board needs to appoint a representative to serve on the Board of the MTP. LeFebre also reported the insurance line item of the MAX budget falls \$8,300 short of the amount needed to join the Pool.

A motion was made by TeSlaa and supported by Bazuin to amend the budget to add \$8,300 to the insurance line item and to appoint the MAX Coordinator to serve on the MTP Board. Motion carried unanimously.

Award of Sign Bid:

- 07.10.9** A Design Review Board was formed to review bids to replace the sign in front of the Padnos Transportation Center and to erect a new sign at the adjacent parking lot. The Review Board recommended a bid award to D-Sign in the amount of \$13,357 pending modifications of the proposed signs.

A motion was made by VandeVusse and supported by Baumann to approve the Review Board's recommendation and award the sign bid to D-Sign in the amount of \$13,357 which will include sign modifications, removal and disposal of existing sign and payment of permit fees. Motion carried unanimously.

Adjournment:

- 07.10.10** At 4:25 pm a motion was made by Bulthuis and supported by Burkitt to adjourn. Motion carried unanimously.