

**South Natomas TMA™
Board of Directors Meeting
Wednesday, November 8, 2017
Meeting Minutes**

I. Call to Order

SNTMA President Jennifer Elwood called the meeting to order at approximately 8:09am on Wednesday, November 8, 2017 in the First Floor Conference Room at 2150 River Plaza Drive in Sacramento, CA. Attending were Jennifer Elwood, Jack Haskel, Scott Little (via telephone), Lupita Ruiz, Derrick Tsang (via telephone then in person), Bill Vanderslice and SNTMA staff Stephanie Merten and Jason Vitaich.

II. Approval of Previous Meeting's Minutes

A motion was made to approve the October 11, 2017 SNTMA Board Meeting Minutes. The motion was moved by Jack Haskel, seconded by Bill Vanderslice. The motion passed unanimously, 6:0.

At approximately 8:20am, The SNTMA met in Executive Session to discuss staff related issues pertaining to the 2017 and 2018 budgets for approximately 45 minutes.

III. New Business

Executive Director Jason Vitaich delivered the following report:

- 2017 dues collection is going well, with \$323,631 (98%) of dues collected as of November 2017.

Stephanie Merten delivered the following Membership Report:

- **Commuter Club**
 - Problem free; continuing to identify possible enhancements
- **Campaigns and events promoted through the Commuter Club**
 - 10/13 Email to all Commute Coordinators regarding SNTMA programs and benefits
 - 10/21 Email to all “Commuter Champions” regarding the Ready Set Ride Fall campaign
- **Programs**
 - Forty-seven carpool subsidies awarded for the month of October
 - Twenty-five low emissions subsidies awarded for the month of October
 - Five transit subsidies awarded for the month of October
 - Three AMTRAK subsidies awarded for the month of October
 - Two bicycle maintenance subsidies awarded for the month of October
 - Three hundred ninety-two “LIKES” on Facebook
 - Two people/three entries for the October monthly Facebook contest

- **Meetings**
 - 10/10 Marketing meeting with American Pacific Promotions – Fourth Quarter promotional item
- **Ready Set Ride / Fall Campaign**
 - 1,429 registered/ 48 SNTMA
 - 7,065 trips/ 195 SNTMA trips
 - Top Trip Replacing Employers:
 - Large (250-500 employees) Sutter Health River Plaza Drive – 20 trips
 - Small (26-100 employees) WSP – 33 trips
 - Micro (1-25 employees) – HDR – 12 trips; Public Consulting Group – 11 trips
- **November Activities**
 - Deliver October subsidy checks, Facebook prizes and gas cards
 - Q4 (11/7) Commuter Club Breakfast – Vanpool formation; 5 attendees
 - End of year wrap up

IV. Adjourn

The meeting adjourned at approximately 9:24 AM. The next SNTMA Board meeting is scheduled for Wednesday, December 13, 2017 at 8:00 AM at 2150 River Plaza Drive, Sacramento, CA.

Respectfully submitted,

Jack Haskel
SNTMA Secretary