

South Natomas TMA™
Board of Directors Meeting
Wednesday, February 7, 2007
Meeting Minutes

I. Call To Order

A. President Mark Cohen called the meeting to order at 7:30 a.m., Wednesday, February 7, 2007 at the Equity Office Conference Room, 2150 River Plaza Drive, 1st Floor, Sacramento, CA 95833. Attending were: Katie Eastham, Kim Lund, Chris Majewski, Keith McGregor, Brian Rhoades, Julie Shepard and (Staff) Ken Loman, Stephanie Merten.

II. Unfinished Business

None.

III. New Business

A. Approval of Minutes of January 5, 2007 Board Meeting: Julie Shepard moved approval (Chris Majewski second), carried. The Board requested file documentation of write-offs include the specific amounts written off. The Board additionally requested that such documentation be included in subsequent minutes, such as in the form presented under item III B.

B. 2006 Q4 Financial Report: Treasurer/CFO Kim Lund and staff presented the 2006 4th Quarter Financial Report. Katie Eastham moved approval (Julie Shepard second), carried. Staff requested write-offs of uncollectible or incorrectly billed receivables detailed in the attached 2006 Q4 Write-off Request (Baja Fresh, Calpers, DPR, Pioneer Electronics, Prestige Cleaners, Ryan & Fong, Sanli Pastore & Hill, Starbucks and Togo's/Baskin Robbins) totaling \$3,917.67. Julie Shepard moved approval (Katie Eastham second), carried.

C. Strategic Planning Subcommittee Plan: Keith reported on the Goals document he and Alyssa prepared to guide the strategic planning subcommittee process (Overall Objective of the Subcommittees). The goal of the process is to move the 4 subcommittees together, using the Executive Committee and Board meetings to report progress and gather feedback and approvals as necessary. The overall goal is to use information from the January Board retreat to inform and guide the subcommittees.

Revised Draft Objectives and Action Items were presented for Subcommittees 2 (Increasing Profile) and 3 (Measuring Effectiveness). Subcommittee #2: Mark reported that in the course of their discussion it became apparent that the Goal was essentially the development of a strategic marketing, public relations and outreach plan. The goal was revised accordingly and Objectives were identified in support of the Goal. It was pointed out while the Objectives specified identification of audience groups, they did not specify identification of the needs of each audience group, allowing some ambiguity about process. Staff agreed to revise the Objectives accordingly. Subcommittee #3: Keith reported that they had met twice and developed a set of objectives consistent with that goal and that their next step would be to identify action items for each objective and the resources necessary to accomplish those action items. Keith also reported that the committee had set a regular meeting time of Friday mornings at 9:00 AM. By teleconference.

IV. Informational Items

A. Accounting transition/billing status and B. Membership update: Staff reported that tenant roster updates had been received from several property managers in early January identifying approximately 40 new member companies and 20 companies that were leaving member buildings, bringing the total number of member companies to 185, not counting 7 developer members. This necessitated a delay in invoicing members until this new information was added to our accounting system. Invoicing was expected to be completed within a week.

C. NNTMA Transportation Forum: staff reported that the event was well attended by local elected officials, agency staff, TMA representatives and community members. The conversation was wide-ranging but focused on the need to for the Natomas community to work together to ensure adequate funding for needed transportation improvements, such as the DNA light-rail extension. The group agreed that the conversation should be continued and NNTMA agreed to facilitate that process.

D. Membership services update: staff reported that efforts were under way to engage SNTMA member companies and their employees in the new Sacramento Regional Commuter Club. This involved several steps, included registering employers in the Commuter Club, training ETC's on the use of the Commuter Club, and registering employees. To date 148 SNTMA member companies had been registered and staff has had training and informational sessions with 70 ETC's. Additionally, 602 individual employees of SNTMA member companies have been registered in the Commuter Club.

The annual Bike Commute Month begins May 1st, and Bike to Work Day is May 17th. SNTMA is planning to host our usual Bike to Work Breakfast on that day at Café Colonnade. The wrap-up and awards rally for Bike to Work month will be held at the River Walk in West Sacramento on either June 14th or 15th (the regional planning committee has not yet set the date).

V. Adjourn

The meeting was adjourned at 9:22 A.M. The next meeting is scheduled for Wednesday, March 7, 2007, 7:30 a.m. at the Equity Office Conference Room, 2150 River Plaza Drive, 1st Floor, Sacramento, CA 95833.

Respectfully submitted,

Katie Eastham, Secretary