

**South Natomas TMA™
Board of Directors Meeting
Wednesday, August 1, 2007
Meeting Minutes**

I. Call to Order

President Mark Cohen called the meeting to order at 7:42 AM, Wednesday, August 1, 2007 at the Equity Office conference room, 2150 River Plaza Drive, 1st floor, Sacramento, CA 95833. Attending were Alyssa Begley, Katie Eastham, Christine Majewski, Kim Lund, Hazel Stream and Stephanie Merten.

II. Unfinished Business

None

III. New Business

- A. Approval of the July 3, 2007 meeting minutes. Christine Majewski moved approval. Mark Cohen seconded it. Motion carried. Kim Lund requested that the billing schedule suggested in the July minutes be adjusted to every 4 weeks from now through the end of the year rather than every 6 weeks through September. The changes were made to the invoicing schedule.
- B. Stephanie Merten reported that invoices went out July 20th. The next round of invoices will go out August 20th and will continue to be mailed monthly until all unpaid dues are collected. Stephanie also informed the Board of an increase in requests for TMA services as a result of invoices being mailed, word of mouth from Commuter Club prize winners, the July Spare the Air Fair and the focus on member relations. She also reported taking and delivering 32 transit passes in July after confirming that the members were registered in the Commuter Club. SACOG updated the TMA's contract to reflect our correct mailing address and Stephanie is now listed as the Project Manager. Stephanie outlined the meetings she attended during July. Of significance is the TMA's role on the Corridor System Management Plan (CSMP) Development Team for both Highway 50 and Interstate 80. The CSMP is a logical extension of the MTP and is not a duplication of efforts. It is an operational strategy and plan to most efficiently improve mobility in a transportation corridor. A CSMP is an integrated management of all modes and roads in a corridor. The CSMP must be done in order to get bond money. The process is estimated to last 22 months. The Board was reminded that the annual strategic planning meeting will be November 14th at the Sierra Health Foundation.
- C. Hazel Stream updated the Board on the progress of her deliverables and provided a handout of her Outreach Projects Update Report. Hazel reported delivering: *What on Earth* promo packets to the 44 members who had not previously received an introduction from the TMA, 37 summer program prizes, and 14 new member packets. She has registered all company members in the Commuter Club and updated the SNTMA web site with the current membership roster. Hazel also reported that the Commute Coordinator Training Manual, policies manual, newsletter, Bucks for Bikes Kick-off and new brochure are in progress. Hazel identified Honeywell, University of Phoenix, River City Bank and Sutter 2200 River Plaza Drive as challenges. Hazel discussed with the Board that a lot of work has been generated by staff's recent outreach efforts. The possible extension of her consulting

contract with the TMA, as initially requested by the Board, should now be seriously considered in order to maintain the established momentum of program development and focus on member relations.

- D. The Placerville vanpool only used 1 month empty subsidy because their van has grown as a result of the flyer attachment on the Commuter Club emails and default message. The vanpool which previously had one TMA member now has four TMA members. Two riders are full time and two are part time riders. The van has a total of 6 riders. The value of the Commuter Club as a communication tool between the TMA and its members was discussed.
- E. Staff reported that the vanpool vendor VSPI is now in Sacramento and presented to the TDM Task force at the July meeting. VSPI has yet to respond to staff's email or request for information. VSPI does not offer 24/7 roadside service and their insurance is not the same level of coverage that Enterprise offers. VSPI will be invited to attend TMA events when relevant or when Enterprise Rideshare is invited but staff does not expect the same level of customer service offered by Enterprise.
- F. The Executive Director recruitment committee set a meeting for Friday August 3rd

IV. Informational items

Terry Preston of WalkSacramento presented the Complete Streets Campaign to the Board. WalkSacramento has asked the Board of Directors to adopt the Complete Streets Resolution. The SNTMA is an original supporter of WalkSacramento. The Complete Streets Coalition is the promotion of development practices which connect people to the street, which includes current individual development review in Natomas and is starting in Rancho Cordova, where WalkSacramento reviews pedestrian and bicycle access, connection to transit and other alternative commute modes. The list of supporting organizations will help WalkSacramento show there is a broad base of support for it. The signed resolution will be used to make the point of broad support when presenting Complete Streets to policymakers. The resolution will be modified and circulated to the board via e-mail prior to the next TMA board meeting.

III. **Adjourn**

The meeting was adjourned at 9:18 AM. The next meeting is scheduled for Wednesday September 5, at 7:30 AM at the Equity Office conference room, 2150 River Plaza Drive 1st floor, Sacramento, CA 95833.

Respectfully submitted,

Katie Eastham
Board Secretary