



Salem Area Mass Transit District  
**Board of Directors Work Session Minutes**

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301  
**July 11, 2024**

**Attendees:**

Board: President Maria Hinojos Pressey, Directors Joaquín Lara Midkiff, Ramiro Navarro Jr. (Virtual), Sadie Carney, Sara Duncan, and Bill Holmstrom. Absent: Director Ian Davidson

Staff: General Manager Allan Pollock, DGM David Trimble, CIO Art Boulanger, CFO Denise LaRue, CHRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, and Executive Assistant Kirra Pressey.

Guest: None

**I. CALL TO ORDER**

President Hinojos Pressey called the work session to order at 5:30 PM.

Attendance was noted with Director Navarro attending virtually and Director Davidson absent.

**A. Safety Moment**

General Manager Pollock delivered the Safety Moment, focusing on water safety. He emphasized that eleven (11) people in the United States perish daily due to unintentional drowning. Key tips covered included active supervision of children near water, promoting swimming lessons, and advocating the 'reach or throw, don't go' approach for rescues.

**B. Announcements – None**

**II. PRESENTATION(S) | DISCUSION(S)**

**A. Service Enhancement Subcommittee Update**

Presenter: CPDO Shofi Ull Azum

Staff Report: Pg. 3-9 & Addendum #1

CPDO Ull Azum provided an overview of the Service Enhancement Subcommittee, including its members, purpose, and the number of meetings held. He discussed the current services provided by the District and the data and documents used to develop recommendations, such as the Long Range Transportation Plan, Needs Assessment

Plan, Core Network Policy, Customer Satisfaction and Community Value Surveys, industry research, and benchmarking. He also reviewed ongoing service enhancement activities and those prioritized by the Subcommittee for the next 0-5 years, 5-10 years, and 10-15 years. Director Holmstrom requested that CCO Feeny and CFO LaRue address other aspects of the Service Enhancement plan. CCO Feeny briefly discussed the Request for Qualifications (RFQ) for a PR firm to assist with the narrative surrounding service enhancements, while CFO LaRue covered the ongoing meetings with the Department of Revenue (DOR).

## **GENERAL MANAGER COMMENTS**

**A.** Upcoming Board Agenda Items

**B.** Board Calendar Review

Presenter: GM Pollock

Staff Report: Pg. 10-11

GM Pollock highlighted upcoming agenda and calendar items. He specifically noted that the District did not receive the Low/No Emission Grant from the FTA but mentioned that other grant applications are still pending.

## **III. ADJOURN**

President Maria Hinojos Pressey Adjourned the work session at 7:00 PM.