



Salem Area Mass Transit District

**Board of Directors Work Session Minutes**

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

**August 8, 2024**

**Attendees:**

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

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, Commuter Options Coordinator Kiki Dohman 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 President Hinojos Pressey, and Directors Lara Midkiff and Davidson attending virtually.

**A. Safety Moment**

GM Pollock delivered the safety moment, emphasizing Attitude, Behavior, and Control as the three key aspects of personal safety. He highlighted the importance of a positive attitude in influencing safety practices, the critical role of behavior in reacting to situations, and the need for control in taking responsibility for safe surroundings.

**B. Announcements – None**

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

**A. Try Transit Week Community Leaders Briefing**

Presenter: Commuter Options Coordinator Kiki Dohman

Staff Report: Pg. 3-7

Commuter Options Coordinator Dohman presented the Try Transit initiative, aimed at engaging elected officials, decision-makers, and community leaders on the importance of safe, accessible, and reliable public transportation in planning processes. The campaign will run from August 8 to September 22, 2024, and includes an outreach toolkit with engagement ideas, Try Transit Day Passes, event listings, and social media

strategies. In-person engagement is encouraged, with a focus on inviting first-time riders to experience transit. The initiative also includes a sample invitation email and suggested social media posts to promote participation and awareness. In addition to providing physical copies of the resources discussed she also showed Board Members where to find the materials on their Google Drive.

**B. BEB Ribbon Cutting Event Update**

Presenter: CCO Patricia Feeny

Staff Report: Pg. 8-10

CCO Feeny presented the Run of Show for the Battery Electric Bus Ribbon Cutting event scheduled for Wednesday, August 14, 2024, at the Keizer Transit Center. The event, themed "A Greener Journey Begins," will include a welcome reception at 4:00 p.m., followed by opening remarks from GM Pollock at 4:30 p.m. Keynote addresses will be delivered by SAMTD Board President Maria Hinojos Pressey, representatives from Senator Wyden, Representative Salinas, and Representative Chavez DeRemer, as well as Senator Merkley. The event will feature a ribbon-cutting ceremony, a group photo, and an optional bus ride for dignitaries to the District's maintenance facility. The event will conclude with a final reception and a debrief meeting

**GENERAL MANAGER COMMENTS**

**A. Upcoming Board Agenda Items**

**B. Board Calendar Review**

Presenter: GM Pollock

Staff Report: Pg. 11-12

GM Pollock reviewed the upcoming agenda and calendar items, emphasizing that there will be no Work Session in September. He also noted that a reception for the artists behind the Immigrant Heritage Month and Latine Heritage Month bus wraps will be held during the September Board Meeting.

**III. ADJOURN**

President Maria Hinojos Pressey Adjourned the work session at 6:32 PM.