

BATA Regular Board of Directors Meeting Minutes

Location: BATA Transfer Station, 115 Hall St. Traverse City, MI

Date/Time: 1:00PM, Thursday, September 26, 2024

1. Call to Order

The meeting was called to order by Chairperson Richard Cochrun at 1:02 PM.

2. Pledge of Allegiance and Moment of Silence

3. Roll Call

- John Somnavilla - PRESENT
- Wayne Schmidt – ABSENT
- Gwenne Allgaier - PRESENT
- Joe Underwood – ARRIVED @ 1:04
- Scott Sieffert - ABSENT
- Brad Jewett - PRESENT
- Richard Cochrun - PRESENT

4. First Public Comment*

Justin Reed addressed the Board with concerns on the lack of early morning pickup times to get to the airport.

Linda Joppich addressed the Board and wanted to say thank you to Kelly Dunham and the drivers of the GTI buses that attended the open house and for everyone's continued support. She emphasized the role that BATA plays in keeping the community safe and those that ride the bus.

5. Approval of Agenda/Declaration of Conflict of Interest

Moved by Gwenne Allgaier and supported by Brad Jewett to approve the September 26, 2024, Regular Meeting Agenda as presented.

- Ayes: 5
- Nays: 0
- Motion Carries: 5-0

6. Consent Calendar

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with in one Board motion without discussion. Any member of the Board, staff, or the public may ask that any item on the consent calendar be removed and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single Board action adopting the consent calendar.

Consideration of Approving the Following

- a. Regular Board Meeting Minutes of June 27, 2024

Consideration of Accepting the Following Reports

- b. FY24 Q3 Ridership Report
- c. FY24 Q3 Turnover Report
- d. Correspondence – Staff Compliments
- e. BATA Board Tracker

Moved by Brad Jewett and supported by Joe Underwood to approve the September 26, 2024, Consent Calendar as presented.

- Ayes:5
- Nays: 0
- Motion Carries: 5-0

7. Any items removed from the consent calendar.

No items were removed from the consent calendar.

8. Executive Director's Report – Kelly Dunham

Kelly reported that BATA has accepted a purchase offer for the Diamond Drive facility/property. BATA was awarded a \$5000 grant to put in slow chargers at the new park and ride lot at the LaFranier Transfer Point. The HQ ribbon cutting will be held on October 3, 2024, in celebration of the new facility with stakeholders and dignitaries invited. There will also be a public open house to follow on Saturday October 5th. The new propane tank has been fully installed. BATA is currently waiting for the final inspection to be completed in order to use the new fueling station.

9. Chairperson's Report

Richard Cochrun reminded the Board that the next step in the litigation is September 30, 2024, for the combined hearing regarding Grand Traverse County and BATA's motions.

10. Old Business

No old business at this time.

11. New Business

a. FY24 Q1 and Q2 Impact Index Results

Key Points Include:

- Overall scores for Q1 and Q2 were 93 out of 100.

Moved by John Somnavilla and supported by Brad Jewett to accept the FY24 Q1 and Q2 Impact Index Results as presented.

- Ayes:5
- Nays:0
- Motion Carries:5-0

b. FY25 Impact index and Workplan

Key Points Included:

- FY25 Success Outcomes are: Customer Experience, Employee Success, Community Value, Financial Health, Safety and Performance Based Culture. Metrics and project plans that support these outcomes were presented to the Board.

Moved by Joe Underwood and supported by Brad Jewett to approve the FY25 Impact index and Workplan as presented.

- Ayes:5
- Nays:0
- Motion Carries:5-0

c. Strategic Communications Plan Presentation – Eric Lingaur / Jennifer Lake (Brand Tonic)

Key Points Include:

- Educating the community and our current riders about where BATA goes, the benefit it provides to the community and how to use it.

- Target marketing to different routes and services.
- Utilization of digital ads.

Moved by Brad Jewett and supported by Gwenne Allgaier to approve the Brand Tonic Communication Plan expenditure of \$126,500 as presented.

- Ayes:4
- Nays:1
- Motion Carries:4-1

12. Discussion Topic – None this month.

13. Second Public Comment*

Linda Joppich thanked Brand Tonic for their presentation and for helping inform the community about BATA.

14. Directors' Comments and Announcements/Open Floor

Kelly Dunham informed the Board there are still a few issues on the punch list that are currently being worked out within the new building, like the card access and interior doors.

Procurement efforts are still underway for level 3 chargers (for the EV vans). MDOT has posted the 4 qualified vendors.

Shared Spaces Grant for shelter improvements and the Solar Grant for the new facility should be announced soon.

Chris Davis informed the board that BATA's Maintenance/Facility staff and IT have been doing a wonderful job getting everyone moved into the new building.

15. Adjournment

Moved by Gwenne Allgaier to adjourn the September 26, 2024, Regular Meeting of the BATA Board of Directors at 1:59 PM.

Meeting Minutes Submitted by: Tracy Mel

Meeting Minutes Approved on: 10/31/24

Wayne Schmidt, Secretary: [Signature]