



**BATA Board of Directors
Meeting Minutes**
Thursday, October 27, 2022
115 Hall St Traverse City Michigan

1. Call to Order – Chairperson
The meeting was called to order by Richard Cochrun at 1:00pm
2. Pledge of Allegiance and Moment of Silence
The Pledge of Allegiance was recited and a Moment of Silence observed.
3. Roll Call

Richard Cochrun	PRESENT
John Somnavilla	PRESENT
Linda Joppich	PRESENT
Heather Harris-Brady	PRESENT
Brad Jewett	PRESENT
Robert Fudge	PRESENT
Gwenne Allgaier	PRESENT

Also Present: Kelly Dunham, Eric Lingaur, Phil Masserant, Mary Meredith, Wayne Stevens, Jerry Tomczak

4. First Public Comment
There was no public comment
5. Approval of Agenda
 - a. BATA Board of Directors Regular Meeting Agenda
On a Motion made by Brad Jewett and seconded by John Somnavilla, the BATA Board of Directors approved the Agenda for the October 27, 2022 Regular Board of Directors Meeting as presented.
MOTION CARRIES: 7-0
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 on the agenda is approved by a single Board action adopting the consent calendar.

Consideration of Approving the following Minutes

- a. *Regular Board of Directors Meeting Minutes of September 29, 2022*

Consideration of Accepting the following Reports

- b. *Board Request Tracker - no open items*
- c. *FY22 Q4 Turnover Report*

On a Motion made by Gwenne Allgaier and seconded by Linda Joppich, the BATA Board of Directors moved to approve the October 27, 2022 Consent Calendar as presented.

MOTION CARRIES: 7-0

7. Any items removed from the Consent Calendar
There were no items removed from the Consent Calendar.
8. Executive Director's Report - Kelly Dunham
Kelly introduced Phil Masserant, Finance Manager, to the Board. Also introduced was Wayne Stevens, Advertising Sales Manager, who will be providing a report on the current advertising policy.

Kelly thanked the directors who volunteered to grill at our recent End of Summer Employee Picnic. Kelly acknowledged the directors who have helped with millage educational events with the public in the past few weeks.

MDOT has provided assurance to cover the escalation costs for the new facility if other grants are not successful in time for the build.

- a. HQ Facility/Owner's Report – Jerry Tomczak with Cunningham-Limp
Jerry expects the electrical bids to come in soon and a decision will be made shortly thereafter. He described some of the items that were requested within the RFP with a goal of construction to begin in the spring of 2023.

Christman will be providing their scope of work documents, the bid forms, and the bid schedule this week. Jerry will review all the documents. November 4th is the goal date for the bids to go out.

Mansfield will be providing a report on the timber removal plans.

Kelly reported she is still working with Christman and MDOT on the contract terms. Once the contract gets to MDOT, a two-week turnaround is expected on the approval process.

9. Chairperson's Report - Richard Cochran
Richard enjoyed the employee event he recently attended. Chris noted the event was well-attended. He is hopeful the millage goes well.
10. Committee Reports
 - a. Governance Committee
John Somnavilla updated the board on the recent Governance Committee
 - i. Linda Joppich's Term Expiration 12/31/2022
On a Motion made by Johns Somnavilla and seconded by Robert Fudge, the Board of Directors approved submission of a letter to Grand Traverse County to request the reappointment of Linda Joppich to a 3-year term to the BATA Board.
MOTION CARRIES: 7-0

11. Finance Reports

Phil reports he is focusing on preparing for the upcoming audit. Therefore a full set of finance reports will be presented at the December meeting.

12. Old Business

None to report.

13. New Business

a. Final Presentation of Transit Master Plan - Nelson Nygaard

Jim Baker and Amanda Wolfe presented the Executive Summary for the Transit Master Plan and highlighted the following:

- Expanding weekend services
- Better cost efficiencies
- Focus on the 6 bullet points as shown in the presentation

Director Jewett questioned the survey response rate of ~300. Eric said this is a good snapshot based on current ridership numbers. We had over 1,500 visits to the website however.

Jim said that in the final report there is detail for each route. He talked about the 5-year plan in which the Bayline is the backbone of the routes with connectivity to the mall and increased frequency on in-town routes. Village Routes to become every 60-minutes throughout the day. On-Demand services to be comparable outside of the City.

Questions and comments from the Board were addressed, including what was learned from the survey, how to incorporate the new technology, and the expansion of the On-Demand footprint. Eric reports that by June, the new technology should be in use. He thanked the Nelson Nygaard team for their work.

b. FY23 Success Plan Metrics

Kelly reviewed the success plan metrics based on the five pillars (Performance-Based Culture, Employee Success, Customer Experience, Financial Success, and Safety). She highlighted the organizational level of the scorecard. The 2022 benchmark was explained in more detail. All safety metrics are carried over from previous year. The National Transit Database will be used to compare and prepare future metrics' terminology. The service breakdown might be shown in both the departmental scorecard and the organizational scorecard.

Questions from the board were addressed.

The Finance Metrics will be meaningful yet more simplified in the future and this will be looked at more closely. Each department reports on their plans for the coming year. TransPro helped to develop these success plan metrics about 8 years ago.

c. 2022 Customer Survey Results

Eric Lingaur reported this annual summary is in. This year was unique due to partnerships with MDOT and MSU who sent students who stayed onsite and conducted interviews with riders. 113 riders were interviewed (a mixture of fixed routes 85, and demand 28). All responses trended in a positive way.

14. Board Discussion Item

a. BATA Advertising Program

The discussion regarding alcohol related business advertising is being revisited. We are recovering from COVID sales and finding there is still interest from various alcohol-related businesses who would like to advertise with BATA. Although guidance has previously been provided by the board, we don't have a formal policy that addresses this.

Wayne reports that interest has increased, most recently from local distilleries. Other transits have realized the revenue generated from these types of businesses. Our current terms state that BATA can consider these ads as long as alcohol is not predominantly displayed.

Richard Cochrun likes the recommendations. For example, showing the location but not the product specifically. We are also thinking about limiting to local companies only.

General consensus on policy recommendations was to start tight and see how it goes and adjust later. Specific policy language will be brought back for consideration in the near future.

Discussion ensued regarding the potential disclaimer language to consume responsibly. Director Harris-Brady mentioned consistency in language regarding responsibility and compared our messaging to that of the casinos. Do we say gamble responsibly? Buses with alcohol ads will not be on the school routes. Street side only is the side most advertisers want. Brad questioned the need to add this type of advertising. Eric and Wayne reviewed percentages of our current level of advertising 69% and our goal to increase to 75%.

15. Closed Session

a. Executive Director's Performance Review

On a Motion made by John Somnavilla and seconded by Brad Jewett, the BATA Board of Directors moved to go into closed session at 2:35pm under section 8(e) of the Open Meetings Act at , as requested by Executive Director Kelly Dunham, to consider her performance evaluation.

Roll Call

Richard Cochrun	YES
John Somnavilla	YES
Linda Joppich	YES
Heather Harris-Brady	YES
Brad Jewett	YES
Robert Fudge	YES
Gwenne Allgaier	YES

MOTION CARRIES: 7-0

On a Motion made by Brad Jewett and seconded by Gwenne Allgaier, the BATA Board of Directors moved to adjourn Closed Session at 3:02pm and reopen the Regular Meeting.

MOTION CARRIES: 7-0

16. Executive Director's 2022 Performance Review and Merit Increase

17. On a Motion made by Richard Cochrun and seconded by Brad Jewett, the BATA Board of Directors approved the 2022 performance review of Kelly Dunham and awarded a 2.69% salary increase based on merit as provided in the performance review, effective on her anniversary date.

Roll Call:

Richard Cochrun YES
John Somavilla YES
Linda Joppich YES
Heather Harris-Brady YES
Brad Jewett YES
Robert Fudge YES
Gwenne Allgaier YES

MOTION CARRIES: 7-0

18. Second Public Comment
There was no public comment.

19. Directors Comments /Open Floor
There were no director comments.

20. Adjournment
On a Motion made by Richard Cochrun and seconded by Robert Fudge, the BATA Board of Directors moved to adjourn the October 27, 2022 Regular Meeting of the BATA Board of Directors at 3:10pm.
MOTION CARRIES

Submitted/Recorded by: Mary Meredith, Administrative Assistant
Chris Davis, Director of Administrative Services

Approved on 10-28-22
DATE
Linda Joppich
Linda Joppich, Secretary