



**MINUTES OF THE
December 12, 2023
COMMUNITY ADVISORY COMMITTEE MEETING – HYBRID
5:30 PM – 7:30 PM**

Present Members:	John Hammill, Chair; Sue Coffin, Vice-Chair; Laurie Dougherty, Member; Davis Dyer, Member; Lucy Edwards, Member (Virtual); Rick Hartwig, Member; Judi Richards, Member; Erin Ross, Member (Virtual); Joe Tilman, Member (Virtual)
Absent Members:	Marja Byers, Member
Board:	Bill Holmstrom, Cherriots Board of Directors
Staff:	Tom Dietz, COO; Patricia Feeny, CCO ; Ben Sawyer, Contracted Services Manager; Gregg Thompson, Maintenance Manager; Chris French, Service Planning Manager
Guests:	Audrey and Ben – Interpreting Services (Virtual); Michelle Buie, MTM
Recorder:	Crisandra Williams, Executive Assistant

1. CALL TO ORDER AND ROLL CALL

Chair John Hammill called the meeting to order at 5:30 p.m. A quorum was present and introductions were made.

a. Safety Moment – Tom Dietz provided us with a safety message on Christmas Safety.

1. Keep lit candles away from real trees and anything flammable.
2. Keep poisonous sweets away from pets - poinsettias are toxic.
3. Keep your tree away from fireplace and other heat sources.
4. Make sure your tree is stable
5. Make sure your fake tree is non-flammable
6. Water real trees regularly
7. Check wires for kinks
8. Turn off lights when not in use
9. Use appropriate ladder for decorations

b. Additions/Changes to the Agenda – None

2. ANNOUNCEMENTS

a. Sub-Committee Meetings for January 2024 – Tom Dietz announced that the sub-committee meetings will be postponed for now and none will be held in January.

3. PUBLIC COMMENT – John Hammill gave public comment on the service he has received from the call center. He has been experiencing long wait times and has had his calls not returned.

4. APPROVAL OF MINUTES - Minutes of October 17, 2023

Motion:	Motion to approve the meeting minutes of October 17, 2023.
Motion by:	Member Rick Hartwig
Second:	Member Sue Ann Coffin
Vote:	Motion passed by those in attendance. <i>Abstained:</i> Joe Tilman
Discussion:	None

5. PRESENTATIONS

- a. **System Performance Report** - Chris French, shared our rider statistics for July 1, 2022 - June 30, 2023. We have had our highest ridership in 4 years. Overall boardings were up 34.6%. Our revenue hours are currently at 100%. We will look at other ways to communicate our holiday schedule with our clients. Some folks did not realize LIFT would be closed on Thanksgiving.
- b. **Community Based Marketing Plan** - Patricia Feeny, shared the draft Strategic Communication Plan and asked that members review and provide feedback. Patricia discussed the need to change marketing dramatically and bring more people to the Cherriots "campfire". Patricia encouraged members to share with us their transit story and be a part of the marketing strategy.

6. DISCUSSION ITEMS

a. Sub-Committee Reports

- i. **One - Local Services** - Brief meeting last month. Discussed ways to improve service to West Salem.
- ii. **Two - Capital Projects & Facilities** - The group discussed the procurement for the BEB Project.
- iii. **Three - Cherriots LIFT Program** - Reviewed the key performance indicators for July and August. Went over the fleet age and replacement plan and the work plan.
- iv. **Four - Services and Financial Plans** - The subcommittee did not meet, but Laurie reviewed some information on the budget process. Laurie recommended that members should review the budget and make suggestions while the budget is in the drafting stage. There are concerns with our partners (COS & SKSD) budget cuts and how it may affect us.
- v. **Five - Regional Services** - Focused on what regional services can do to have a significant impact. One would be to partner with Canby Transit and SMART to coordinate more service between Salem and Oregon City. There is also a lot of possibility of service to Albany which the committee would like us to look at.

- b. **Exiting Members** - Tom expressed thanks to Rick, Davis, John and Laurie for their service and discussed a formal thank you for the January board meeting.

7. ACTION ITEMS - None

8. FUTURE AGENDA ITEMS

- a. Financial Performance Report - Denise LaRue

9. ADJOURNMENT

Motion:	Motion to adjourn the meeting at 6:43 p.m.
Motion by:	Member Rick Hartwig
Second:	Member Davis Dyer
Vote:	Motion passed by those in attendance.

Next Meeting: February 20, 2024