



## SALEM AREA MASS TRANSIT DISTRICT

### BOARD WORK SESSION MINUTES

Thursday, August 14, 2025 at 5:30 p.m.

ATTENDEES: President Maria Hinojos Pressey | Directors Joaquín Lara Midkiff (Virtual) | Ian Davidson | Sara Duncan | Bill Holmstrom Absent: Directors Ramiro Navarro Jr. | Sadie Carney  
STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CELRO Jaél Rose | CPDO Shofi Ull Azum | COO Tom Dietz | Executive Assistants Crisandra Williams | Kirra Pressey  
GUEST: Baker Tilly Special Advisor Bob Leland

---

#### 1. CALL TO ORDER

A. Note of Attendance for a Quorum

President Hinojos Pressey called the meeting to order at 5:30 p.m.

Attendance was noted.

B. Safety Minute

General Manager Pollock presented the safety moment, highlighting water safety tips to keep families safe this summer.

C. Announcements | Changes to Agenda: None

#### 2. PRESENTATIONS

A. Long Range Financial Forecast

Presenter: Baker Tilly Consultant Bob Leland

Agenda Packet: Pg. 3

Baker Tilly Special Advisor Leland presented the Long-Range Financial Forecasting Model, developed under a July 2024 contract with the District. The model used historical data to provide a forward-looking view of fiscal challenges and potential solutions for the District and is intended to serve as a lasting resource for long-term financial planning.

#### 3. DISCUSSIONS

A. Creating Community Connections Service Enhancement Discussion

Presenter: GM Allan Pollock, CELRO Jaél Rose, CPDO Shofi Azum

CELRO Rose discussed past and upcoming outreach tabling events. She also addressed current Marketing staffing challenges and strategies being implemented to mitigate them.

CPDO Azum presented the survey results received to date, along with the outreach being done to ensure the survey reaches a wide demographic.

GM Pollock discussed the details of the Ordinance and sought guidance on elements to include, such as the rate, whether it will be fixed or incremental, and the start date.



**4. GENERAL MANAGER COMMENTS/REPORTS**

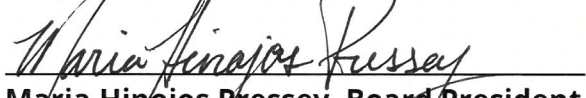
- A. Upcoming Agenda Items
- B. Board Calendar

GM Pollock reviewed the upcoming agenda and calendar items.

**5. ADJOURN**

President Hinojos Pressey adjourned the meeting at 8:04 p.m.

**Respectfully Submitted**

  
\_\_\_\_\_  
**Maria Hinojos Pressey, Board President**