Present: Andrea Davis, Eric Gabster, Eric Hines, Scott Hollenbeck, Dick King, Don MacArthur, Andy Sponseller, Michael Tree, Laurie Belcher, and Shannon Tripp

Guests: C.B. Pearson (M&R Strategic Services), Derek Goldman (M&R Strategic Services), Susan Ash (Partners Creative), Sean Benton (Partners Creative)

Don MacArthur called the meeting to order at 12:01 p.m.

Changes or Additions to Agenda: None

Public Comment on Items Not on the Agenda: None

Action Items:

Approval of Minutes of Previous Meeting: September 27, 2012
Andy Sponseller moved and Andrea Davis seconded the motion to approve the minutes from September 27, 2012 and the motion carried unanimously.

September 2012 Financial Statements
The Finance Committee met and reviewed September reports. Dick King motioned to approve the financial statements, Eric Hines seconded the motion, and the motion carried unanimously.

Federal Transit Administration’s Transportation Electronic Award Management System
Laurie Belcher explained the Federal Transit Administration (FTA) has an electronic system in place for grants management. The FTA’s Transportation Electronic Award Management (TEAM) system is used to submit grant applications, provide periodic reports on grant activity and to update all required certifications and program information. The Business Manager is the General Manager’s designee and performs all activities in TEAM. The current document on file with FTA was passed by the Board in May of 2006, no changes to the current process are proposed, just a request from FTA for updated signatures and bring current. Andrea Davis motioned to approve the resolution authorizing the General Manager or his designee to file application, execute certifications and grant agreements on behalf of District. Eric Hines seconded the motion, and the motion carried unanimously.
The General Manager Report was moved before the action item Marketing Plan for FY 2013.

**Additional Discussion Items / Reports / Comments:**

**General Manager Report**

**Ridership**
Laurie Belcher passed out a revised version of the ridership report. Michael Tree handed out a ridership comparison to reflect the ridership with the service changes that went into effect on Monday, August 27, 2012. There was potential discrepancy and staff will verify and send updated data.

Michael Tree brought the Board up to date on the following items and their current status;
- TDM Study was accepted by TPCC. Andy Sponseller gave a detailed update.
- Michael Tree talked about the Long Range Transportation Plan (LRTP), the Office of Planning and Grants (OPG), Congestion Mitigation and Air Quality (CMAQ), he handed out a spreadsheet and discussed the future of Phase II.

**Marketing Plan for FY 2013**
C.B. Pearson from M&R Strategic Services brought the Board current with how their work on collecting data from the public was going and presented a proposal to amend their current contract to handle and assist staff with some additional marketing, branding and promotional events focusing on Route 1’s 15 minute service, bringing Partners Creative in on this project. Susan Ash from Partners Creative shared their vision for marketing. The Board discussed this at length and Michael Tree contributed to the discussion with this amendment and potential future amendments that move forward with additional marketing and branding incorporating our 35th anniversary into 2013. This amended request is for $22,325 with $3,000 going towards M&R’s services and $19,325 going towards Partners Creative. Eric Hines motioned to approve the request to amend M&R’s current contract. Eric Gabster seconded, the motion carried unanimously.

**December 2012 Meetings:**
Next Finance Committee Meeting: December 6, 2012 ï 11:30 AM, MUTD Conference Room
Next MUTD Board Meeting: December 6, 2012 - 12:00 PM, MUTD Conference Room
Next MUTD Board Meeting: December 13, 2012 ï 12:00 PM, MUTD Conference Room

**Adjournment**
The meeting adjourned at 1:32 pm.

Submitted by
Shannon Tripp