



**SALEM AREA MASS TRANSIT DISTRICT**

**BOARD OF DIRECTORS MEETING**

Thursday, April 24, 2025

Index of Board Actions

Action	Page
Approve the Consent Calendar .....	2-3
<b>A. Approval of Minutes</b>	
a. March 27, 2025 Board Meeting	
b. April 10, 2025 Board Executive Session	
c. April 10, 2025 Board Work Session	
<b>B. Routine Business Items</b>	
a. FY2025 Q3 NTD Assault Data	
Adopt Resolution No. 2025-06, amending the Agency Safety Plan .....	3
Authorize the General Manager to execute a two-year contract with Garten Services, Inc., effective July 1, 2025 for Transit Host services in the amount not to exceed \$120,310 .....	3-4
Authorize the General Manager to execute Contract Amendment No. 1 with Turell Group and CFM Advocates, Inc., for a revised total not-to-exceed amount of Contract 24-042 for public relations and marketing services to \$297,500 .....	4



**SALEM AREA MASS TRANSIT DISTRICT**  
**BOARD MEETING MINUTES**

Thursday, April 24, 2025 at 5:30 p.m.

ATTENDEES: President Hinojos Pressey | Directors Joaquín Lara Midkiff | Ramiro Navarro Jr. |  
Sadie Carney | Sara Duncan | Bill Holmstrom (Virtual)

ABSENT: Ian Davidson

STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue |  
CPDO Shofi Azum | COO Tom Dietz | Security and Emergency Management Manager Karen Garcia |  
Customer Service Manager Seth Hamlin | Executive Assistants Crisandra Williams | Kirra Pressey

GUEST: Legal Counsel William Ohle | Turell Group's President Dana Turell

---

**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, with Director Davidson absent and Director Holmstrom online. A quorum was present.

B. Safety Minute

GM Pollock provided the safety moment, highlighting ways to stay safe while using public transportation. Key recommendations included planning ahead, arriving early, staying alert, securing belongings, and boarding and exiting safely.

C. Announcements | Changes to Agenda: - None

**2. PRESENTATIONS** - None

**3. PUBLIC COMMENT** - None

**4. CONSENT CALENDAR**

A. Approval of Minutes

1. March 27, 2025 Board Meeting
2. April 10, 2025 Board Executive Session
3. April 10, 2025 Board Work Session

B. Routine Business Items

1. FY2025 Q3 NTD Assault Data

Action			
<b>Motion:</b>	I move to approve the Consent Calendar as presented.		
<b>Motion by:</b>	Director Sara Duncan	<b>Second:</b>	Director Joaquín Lara Midkiff
Vote			



<b>Aye:</b>	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Duncan, and Holmstrom
Motion passes unanimously 6-0	

**5. ITEMS DEFERRED FROM CONSENT CALENDAR - None**

**6. ACTION ITEMS**

**A. Adopt Resolution 2025-06, amending the District's ASP**

Presenter: CSO Carpentier

Agenda Packet: Pg. 15-65

CSO Carpentier presented Resolution No. 2025-06, requesting the Board adopt the amended Agency Safety Plan (ASP), formerly known as the Public Transportation Agency Safety Plan, in compliance with updated Federal Transit Administration (FTA) requirements. The Safety Committee reviewed and recommended updates. The amended ASP also enhances the Safety Committee's role in the Safety Management System (SMS) and introduces onboarding and ongoing training to strengthen committee effectiveness.

Action			
Motion:	I move that the Board adopt Resolution No. 2025-06, amending the Agency Safety Plan.		
Motion by:	President Hinojos Pressey	Second:	Director Joaquín Lara Midkiff
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Duncan, and Holmstrom		
Motion passes unanimously 6-0			

**B. Award of Contract for Transit Hosts**

Presenter: Customer Service Manager Hamlin

Agenda Packet: Pg. 66-67

Customer Service Manager Hamlin provided an overview of the District's Transit Host services, delivered through a longstanding partnership with Garten Services, Inc. Transit Hosts assist riders at the Downtown Transit Center by answering questions, providing route information, offering wayfinding support, and making referrals to Customer Service Representatives when needed. Hosts also support customers with mobility devices, vision impairments, and transfers. Averaging over 1,100 interactions per quarter, they play a key role in enhancing the customer experience. As the sole provider





authorized under ORS 279.835, the District conducted a sole source justification to continue this partnership without a competitive procurement process.

Action			
Motion:	I move that the Board authorize the General Manager to execute a two-year contract with Garten Services, Inc., effective July 1, 2025 for Transit Host services in the amount not to exceed \$120,310.		
Motion by:	Director Joaquín Lara Midkiff	Second:	Director Ramiro Navarro Jr.
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Duncan, and Holmstrom		
Motion passes unanimously 6-0			

C. Contract Amendment for Public Relations and Marketing Services

Presenter: CELRO Rose

Agenda Packet: Pg. 68-69

CELRO Rose presented a proposed amendment to Contract 24-042 with Turell Group and CFM Advocates Inc., originally executed in October 2024 for an amount not-to-exceed \$96,000. The contract supports strategic public relations and marketing efforts for a major service enhancement project. Due to changes in project leadership and an accelerated communication strategy, the volume of work has increased beyond initial projections, though it remains within the original scope. Staff recommends increasing the contract's not-to-exceed amount to \$297,500 to ensure continued execution of outreach activities through the contract term.

Action			
Motion:	I move that the Board authorize the General Manager to execute Contract Amendment No. 1 with Turell Group and CFM Advocates, Inc., for a revised total not-to-exceed amount of Contract 24-042 for public relations and marketing services to \$297,500.		
Motion by:	Director Joaquín Lara Midkiff	Second:	Director Sara Duncan
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Carney, Duncan, and Holmstrom		
Motion passes unanimously 6-0			



**7. INFORMATIONAL REPORTS**

**A. Creating Community Connections Project Brief**

Presenter: CELRO Rose and Turell President Dana Turell

CELRO Rose and Turell Group President Dana Turell provided an update on the Creating Community Connections Project, highlighting current operations and upcoming activities in preparation for the June launch. They shared both short- and long-form versions of recent promotional videos as part of the campaign's outreach strategy.

**8. REPORTS**

**A. GENERAL MANAGER'S REPORT**

General Manager Pollock reported on state and federal legislative developments, including a proposed STIF increase and a letter from the U.S. DOT linking grant funding to immigration enforcement policies, which the District is reviewing. He noted May is Bike Month, thanked staff for organizing Take Your Child to Work Day, shared highlights from a recent ride with Mayor Hoy, and referenced the Board's Talking Points.

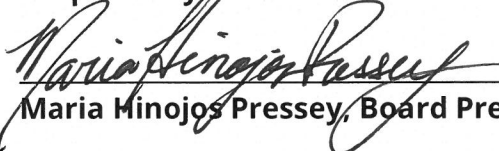
**B. BOARD OF DIRECTORS REPORT**

President Hinojos Pressey and Directors provided reports on committees and activities in which they represent the District.

**9. ADJOURN**

President Hinojos Pressey adjourned the meeting at 6:38 p.m.

**Respectfully Submitted**

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

