



**SALEM AREA MASS TRANSIT DISTRICT**

**BOARD OF DIRECTORS MEETING**

Thursday, May 22, 2025

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## SALEM AREA MASS TRANSIT DISTRICT

### BOARD MEETING MINUTES

Thursday, May 22, 2025 at 5:30 p.m.

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

ABSENT: Sadie Carney

STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CELRO Jaél Rose | CPDO Shofi Azum | COO Tom Dietz | Security and Emergency Management Manager Karen Garcia |

Executive Assistant Kirra Pressey

GUEST: Legal Counsel Sara Sayles | Turell Group's President Dana Turell

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#### 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 President Hinojos Pressey and Director Holmstrom virtual and Director Carney absent. A quorum was present.

##### B. Safety Minute

GM Pollock provided the safety moment, highlighting motorcycle and bicycle awareness. He stressed the importance of staying alert, checking blind spots, and sharing the road safely with two-wheeled vehicles.

##### C. Announcements | Changes to Agenda: - None

#### 2. PRESENTATIONS

##### A. Dolly Parton Imagination Library Project

Presenter: Director of the Marion & Polk Early Learning Hub Lisa Harnisch and Volunteer Jim Schepke

Director Harnisch and volunteer Schepke presented a potential community partnership opportunity to support the Dolly Parton's Imagination Library project. The program, which began in four ZIP codes and now serves 7,816 children statewide, mails a free book each month to children from birth to age five. It encourages reading in the home and has been shown to improve third-grade reading scores. They proposed promoting the program through a bus wrap campaign.

President Hinojos Pressey noted that the District can commit to using overhead panels inside the bus to promote the program, but a full exterior wrap would require additional discussion. Board Members voiced their support for the program and the potential partnership.



B. Rethink Your Commute

Presenter: Marketing Coordinators Jonah Hanson and Brian Hagedorn

Agenda Packet: Pg. 4-11

Marketing Coordinators Jonah Hanson and Brian Hagedorn presented a current campaign titled Rethink Your Commute: Save. Ride. Smile., developed in partnership with the City of Salem.

3. **PUBLIC COMMENT**

Tyler provided public comment for the Boards consideration and review.

Nick Fortey provided public comment to advocate for the importance of the Transit Signal Priority (TSP) and Comprehensive Operational Analysis (COA), and to express his support for both initiatives.

4. **CONSENT CALENDAR**

A. Approval of Minutes

1. April 24, 2025 Board Meeting

B. Routine Business Items

1. Adopt FY2026 Board Meeting and Work Session Schedule

Action			
Motion:	I move to approve the Consent Calendar as presented.		
Motion by:	Director Joaquín Lara Midkiff	Second:	Director Sara Duncan
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 6-0			

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

6. **ACTION ITEMS**

A. Authorize Contract Extension with DPI Security, Inc.

Presenter: Security and Emergency Management Manager Karen Garcia

Agenda Packet: Pg. 20-21

Security and Emergency Management Manager Garcia provided an overview of the District's security measures at Del Webb Operations Headquarters, highlighting the ongoing partnership with DePaul Industries, Inc. for 24/7 onsite security. Until the capital project to enhance perimeter security with automated gates and improved fencing is complete, a continued security presence is necessary. The contract extension supports the District's commitment to safety and protection of personnel, assets, and operations.



Action			
Motion:	I move that the Board authorize the General Manager to execute a contract extension with DPI Security, Inc for security services (unarmed) at the Del Webb Operations Headquarters for a not-to-exceed amount of \$290,000.		
Motion by:	Director Sara Duncan	Second:	Director Ian Davidson
Vote			
Aye:	President Hinojos Pressey, Directors, Lara Midkiff, Navarro, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 6-0			

## 7. INFORMATIONAL REPORTS

### A. Mobility Reimagined Outreach Update

Presenter: CELRO Jaél Rose and Turell Group President Dana Turell

CELRO Rose and Turell Group President Dana Turell provided an update on the Creating Community Connections Project, indicating the website and survey will launch at the beginning of June, noting that the social media campaign and content planner are in progress. Additionally, CELRO Rose provided an internal update on the campaign.

### B. FY25 Q3 Strategic Plan Report

Presenter: Strategic Initiatives Administrator Bobbi Kidd

Agenda Packet: Pg. 22-26

Strategic Initiatives Administrator Kidd presented the FY25 Q3 progress update on the District's Organizational Strategic Plan, with CELRO Rose highlighting key accomplishments in their respective areas of responsibility.

### C. FY25 Q3 Performance Report

Presenter: CPDO Shofi Ull Azum

Agenda Packet: Pg. 27-65

CPDO Azum presented the FY25 Q3 Performance Report, outlining key metrics and highlighting notable ridership trends. He reported that system-wide ridership increased by 1.1% within this quarter.

### D. FY25 Q3 Financial Report

Presenter: CFO Denise LaRue

Agenda Packet: Pg. 66-72

CFO LaRue presented the FY25 Q3 Finance Report, providing an overview of the General Fund, Transportation Program, and Capital Fund financial performance year-to-date.



**8. REPORTS**

**A. GENERAL MANAGER'S REPORT**

General Manager Pollock reported on the recent APTA Legislative Conference, which he attended alongside President Hinojos Pressey and Director Lara Midkiff. He provided an update on the ODOT Compliance Review, noting the thorough process and thanking staff for their efforts. He shared that the District's federal Triennial Review audit is scheduled for next month. He also discussed upcoming holiday service and noted that the District is awaiting a hearing date from the Joint Committee on Transportation regarding the transportation funding bill. He concluded with a reminder about the upcoming Employee Appreciation Day celebration and encouraged Board members to attend if their schedules allow.

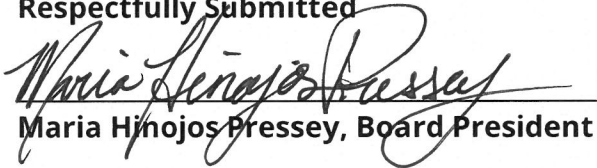
**B. BOARD OF DIRECTORS REPORT**

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 7:57 p.m.

Respectfully Submitted

  
Maria Hinojos Pressey, Board President

