

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

May 21, 1985

Pursuant to notice given to The Register-Guard for publication on May 16, 1985 and distributed to persons on the mailing list of the District, the regular monthly meeting of the Board of Directors of the Lane Transit District was held on Tuesday, May 21, 1985 at 7:30 p.m. in the Eugene City Hall.

Present: Janet Calvert, President, presiding  
Peter Brandt, Treasurer  
Larry Parducci, Secretary  
Gus Pusateri  
Phyllis Loobey, General Manager  
Jo Sullivan, Recording Secretary

News Media Representatives:  
Jim Boyd, The Register-Guard  
Jeff Mize, Springfield News

Absent: Janice Eberly, Vice President  
Joyce Nichols

INTRODUCTORY REMARKS BY BOARD PRESIDENT: Ms. Calvert called the meeting to order at 7:40 p.m. and called roll. Mr. Brandt was not yet present. Since there was not a quorum, the approval of the minutes was postponed.

AUDIENCE PARTICIPATION: Ms. Calvert asked if anyone in the audience would like to speak. There was no response from the audience.

EMPLOYEE OF THE MONTH: Ms. Calvert introduced the May Employee of the Month, Gary Taylor. He began employment with the District as a bus operator in 1972 and became a System Supervisor in 1980. Ms. Calvert stated that her notes about Mr. Taylor described him as helpful, kind, and courteous, and said he has an excellent attendance record. He was nominated by three bus operators for the award. One of Mr. Taylor's recent accomplishments was to gain approval of the project to work with Child Find to place posters of missing children on the buses. Ms. Calvert then presented Mr. Taylor's check, letter, and certificate to him, and welcomed his wife and daughter who were in attendance.

PUBLIC HEARING ON CHARTER RATES: Ms. Calvert stated that, in order to be in compliance with federal regulations, the District must hold a public hearing on its charter services. Ed Bergeron, Marketing Administrator, stated that the growth in the District's charter revenues in the past few years has mirrored the community's growth in convention busi-

ness. Last year, the Eugene Springfield Convention and Visitors Bureau presented LTD with an award for its contribution to convention services.

Mr. Bergeron said that the District holds a public hearing on charter services once a year in order to let members of the public comment on the nature of its charter service and how they perceive the District is doing in that area. He added that charter rates would be increasing from \$35 to \$40 per charter hour as of July 1, 1985. The Convention Bureau believes that this increase will not hinder business, and the increase does place LTD in a good competitive position compared with other cities in the northwest. O'Connell Enterprises and Dorsey Bus are supportive of the District's ability to serve the community's charter needs, and fills a need for moving large groups of people in the local community. In order to avoid unfair competition with local charter service providers, LTD positions its rates at the high end of the scale, and has received no negative comments from any service providers.

Ms. Calvert opened the public hearing on the District's charter services. Hearing no comment from the members of the audience, Ms. Calvert closed the public hearing.

Mr. Brandt arrived at this point in the meeting.

MARKETING PRESENTATION ON TOTALLY TRANSIT PROMOTION: Mr. Bergeron informed the Board that last year the Totally Transit campaign was voted the best marketing campaign in the nation by the American Public Transit Association. In an attempt to improve on the success of last year's campaign, staff this year have been taking a 20- to 25-minute show to local middle and high schools, in cooperation with Willamette Beverage and KSND radio. From 200 to 300 students attend each noon hour and hear about the Totally Transit summer pass for youth. Mr. Bergeron showed a videotape of parts of one of the school presentations, and also showed this year's Totally Transit television commercial. The commercial is geared to youth in the 12 to 17 age bracket and is shown mostly on M-TV. The actors in the commercial were all employees or employees' children and friends. Last year LTD sold 1,000 Totally Transit summer passes. This year the price was raised \$5.00, from \$20.00 to \$25.00 for the summer. Forty-eight area merchants participated in the coupon book, which is given to everyone who purchases a pass, by donating discounts on merchandise.

Mr. Bergeron also handed out Totally Transit t-shirts to the members of the Board.

MOTION

APPROVAL OF MINUTES: Mr. Parducci moved, seconded by Mr. Pusateri, that the Board approve the revised copy of the May 14, 1985 regular meeting minutes which had been distributed that evening. The motion carried by unanimous vote.

VOTE

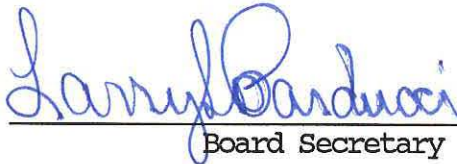
MOTION

Mr. Brandt moved that the Board approve the minutes of the April 16, 1985 regular meeting and the May 7, 1985 adjourned meeting. After seconding by Mr. Parducci, the motion carried unanimously.

VOTE

BOARD LETTER REGARDING FUNDING FOR HIGHER EDUCATION: Mr. Brandt expressed his approval regarding the mailing of the requested letter to legislators to encourage the full funding of the Oregon State System of Higher Education budget.

ADJOURNMENT: Mr. Parducci moved that the meeting be adjourned to Tuesday, May 28, 1985 at 7:30 a.m. at the LTD conference room for an Executive Session pursuant to ORS 192.660(1)(d), for the purpose of conducting deliberations with persons designated by the governing body to carry on labor negotiations. Mr. Pusateri seconded the motion, and the meeting was unanimously adjourned at 7:55 p.m.

  
Board Secretary