

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

SPECIAL MEETING/WORK SESSION

Monday, June 17, 2002

Pursuant to notice given to *The Register-Guard* for publication on June 13, 2002, and distributed to persons on the mailing list of the District, the Board of Directors of the Lane Transit District held a special meeting/work session on Monday, June 17, 2002, beginning at 6:45 p.m., in the LTD Board Room at 3500 E. 17th Avenue, Eugene.

Present: Susan Ban
Gerry Gaydos, Vice President
Dave Kleger, Treasurer
Hillary Wylie, President, presiding
Ken Hamm, General Manager
Jo Sullivan, Recording Secretary

Absent: Patricia Hocken
Virginia Lauritsen, Secretary
Robert Melnick

CALL TO ORDER: The meeting was called to order at 6:55 p.m. by Board President Hillary Wylie.

BRT NAMING: Public Relations Representative Sue Aufort provided background information on the process to develop a name for the BRT system. LTD had enlisted the help of David Funk, of Funk/Levis & Associates, and Kathy Wiltz, of Cappelli Miles Wiltz Kelly (CMWK). A committee of 16 members included employees from throughout LTD, including the general manager and Board Member Gerry Gaydos. The committee had selected a name to recommend to the Board. With Board approval, staff and the consultants would move forward to develop the personality of the name and plan its introduction to the community.

Ms. Aufort introduced Mr. Funk, who discussed the general and specific criteria applied to test the appropriateness of possible names for this project. These criteria were listed in the agenda packet for the meeting. The criteria were applied very carefully to the four finalist names, and the consultants also considered how they could create a personality for each name far into the future.

Mr. Funk then unveiled the name chosen by the Naming Committee: the letter "Q." He noted that it met all the criteria, and that it could stand for something, such as "Quality" or "Quiet," or it could stand for nothing. It would be easy to name separate BRT lines, such as "Red Q" or "Blue Q." The committee thought it worked well for what it needed to do, and that it was lighthearted, fun, simple, timeless, and "hip." The consultants had not found another name like it in the transportation area. Mr. Funk said that if the name were approved, a logo would be developed, and CMWK would begin working on the design and applications.

Mr. Gaydos said that he had participated on the committee and thought it was a good process. A local radio station used the nickname "The Q," but it did not appear that would be a problem, and there actually could be the opportunity for some joint promotions. After a name was chosen, there would be a more thorough copyright search. Mr. Gaydos said that the committee would like the Board to be supportive and move forward with this name. In response to a question about whether the name was "Q" or "The Q," Mr. Funk replied that the name would be just "Q," although people would add "the" when talking about the service.

Mr. Kleger moved LTD Resolution No. 2002-017: "Resolved, that the LTD Board of Directors approves "Q" for the BRT system as recommended by the BRT Naming Committee, subject to copyright review." Mr. Gaydos seconded the motion.

Ms. Wylie noted that only four of the seven Board members were present, and asked those present if they would prefer to wait until the regular meeting on Wednesday when more members would be present before making a decision on the name. There was agreement that they did prefer to wait so Mr. Kleger and Mr. Gaydos withdrew the motion and action was postponed until the Wednesday meeting.

COBURG ROAD BRT CORRIDOR PLANNING PROCESS AND STAKEHOLDER GROUP:

Director of Development Services Stefano Viggiano explained the proposed planning process, which was a little different than the process used for the Phase 1 corridor. It was described in the agenda materials for that evening. The process was expected to take almost two years longer than originally thought. The reasons for that had been listed in a letter from General Manager Ken Hamm to Eugene City Councilor David Kelly in response to comments Councilor Kelly had made about the delayed process.

Mr. Viggiano said that this plan had gone through the three-member Board BRT Committee, who suggested adding the stakeholder process for the master plan, and the BRT Steering Committee, who expressed some concern about the two additional years. Staff suggested that if more money became available, LTD could try to shorten the process, but did not want to promise more than they could accomplish.

Mr. Gaydos thought the plan was a good one and that LTD should go forward with it. Also, he said, the BRT Steering Committee wanted to be sure that students and young people used the system, so he suggested that a young person be added to the Coburg Road BRT Stakeholder Committee as one of the at-large members. This could be a Sheldon High School student or a college student who lived in the area. Third, he said, he thought that LTD, possibly Mr. Hamm and a Board member, should meet with Councilor Kelly and Eugene City Manager Pro Tem Jim Carlson to explain that the funding had changed, and the other reasons that the timeline had changed. He wanted them to understand that LTD was responding to reality and trying to do a good thing for the community. He thought that this conversation might be helpful with other councilors, as well.

Ms. Wylie suggested that the Board member from that area be a member of the Stakeholder Committee, as well. She asked Ms. Ban if she would be willing to participate; Ms. Ban said that she would.

Mr. Viggiano asked what level of involvement the Board would like to have in the BRT station design. There was agreement that the full Board should be involved.

ADJOURNMENT: There was no further discussion, and the meeting was adjourned.



Board Secretary

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