



**Missoula Urban Transportation District
Board of Directors Meeting Minutes
August 27, 2020**

Approved September 24, 2020

Members Present

Jesse Dodson, Chair
Anna-Margaret Goldman, V.C.
Andrea Davis, Treasurer
Skye Borden
Amy Cilimburg
Don MacArthur

Members Absent

Doug Odegaard, Secretary

Staff

Corey Aldridge, General Manager
Mary Hanson, Dir. Fin. & Admin
Jennifer Sweten, Director of Ops.
Vince Caristo, Projects & Plng Mgr
Dan Stone, Transit Planner
Elizabeth Wehling, CSR

Guests

None

Call to Order and Roll Call

Dodson called the meeting to order at 12:03 p.m. Roll call was taken.

Changes or Additions to Agenda

5.3- Additions to the proposed Passenger Code of Conduct

Public Comment on Items Not on the Agenda

None

Discussion Items

General Manager's Report

Sweten updated the Board on Operations. Caristo gave an update on projects currently being worked on and projects the Board should anticipate in the coming months. Johnson discussed community engagement activities that Mountain Line is putting on currently. Hanson explained the implementation of new technology to streamline payroll as well as grants expected to be received and the FY2020 audit.

Action Items

Minutes of July 21, 2020

MacArthur made a motion to approve the minutes of July 21, 2020, seconded by Cilimburg. The motion carried unanimously.

Minutes of August 6, 2020

MacArthur made a motion to approve the minutes of August 6, 2020, seconded by Davis. The motion carried unanimously.

Updating Mountain Line's Passenger Code of Conduct

Johnson gave an overview of the updates to the Passenger Code of Conduct. As the website and signage for the Mountain Line property is updated, staff made changes in the Code of Conduct to include a more positive message to passengers for behavioral expectations while utilizing Mountain Line services.

Cilimburg made a motion to adopt the updated Passenger Code of Conduct, seconded by Goldman. The motion carried unanimously.

Windfall Contract

Caristo explained the proposed contract with Windfall, Inc. Mountain Line has used Windfall for branding and marketing in the past five years, including the zero-fare partner campaign, the deployment of the electric buses and are currently working on the ballot measure messaging. The original contract with Windfall was selected via a competitive solicitation process in 2015 which included a 3-year contract and two 1-year extensions, which ended in June 2020. Staff is recommending a sole-source contract for this because of Windfall's current involvement in, and knowledge of, multiple projects going on with MUTD. At the expiration of this two-year contract, MUTD will make a request for competitive solicitation.

Cilimburg made a motion to authorize the General Manager to execute a two-year Brand and Marketing Services contract with Windfall, Inc, seconded by MacArthur. The motion carried unanimously.

Three Petitions into the Missoula Urban Transportation District

Stone discussed the three petitions into the Missoula Urban Transportation District. These petitions have been received over the last several months and require Board approval to expand the levy district boundaries to include these properties. The Hellgate Village Subdivision was submitted by the developer to meet the City's requirement in subdivision plat approval. 2900 and 2990 Expo Parkway are the proposed site of the Grant Creek Village. In sharing a continued commitment to Mountain Line, MUTD Board member Amy Cilimburg, owner of 1601 and 1599 Tamarack Street, has petitioned into the district.

Davis made a motion to approve resolutions 20-11, 20-12 and 20-13 to expand the boundaries of the Missoula Urban Transportation District to include Hellgate Village Subdivision, 2900 and 2990 Expo Parkway, and 1601 and 1599 Tamarack Street, seconded by Borden. The motion carried unanimously.

M+R Contract

Johnson reviewed the proposed M+R contract. M+R has been MUTD's consultant for many years, including the successful 2013 mill levy and are an integral part of the 2020 mill levy campaign. They've assisted with COVID-19 and stakeholder messaging through this year as well as assisted with the 2018 Strategic Plan. Updates were made to the contract since it's last approval to outline closely what the fixed consulting fee covers.

MacArthur made a motion to authorize the General Manager to execute a one-year contract with the firm M+R Strategic Services, Inc. for strategic messaging services. This motion was seconded by Cilimburg. The motion carried unanimously, with Goldman abstaining.

Adjournment

The meeting adjourned 1:03 p.m.
Submitted by Elizabeth Wehling