



**Missoula Urban Transportation District
Planning Committee Meeting Minutes
November 9, 2022**

APPROVED

Members Present

Don MacArthur, Chair
Jesse Dodson
Amy Cilimburg
Doug Odegaard
Sebastian Strauss
Andrea Davis

Members Absent

Anna-Margaret Goldman

Staff

Corey Aldridge, G.M.
Jennifer Sweten, Ops Dir.
Mary Hanson, Fin. Dir.
Colin Woodrow, Proj. & Pln. Mgr.
Dan Stone, Transit Planner
Shanti Devins, Commc'n Mgr.
Michele Erickson, Admin. Assist.

Guests

Windfall Studios Team:
Tia Metzger, Megan Bland, Kyle McGowan, and Jessie Yeager

Call to Order and Roll Call

Andrea Davis called the meeting to order at 11:06 a.m. Roll call was taken.

Changes or Additions to the Agenda

None

Public Comment on Items Not on the Agenda

None

Action Items

4.1 Minutes of August 10, 2022

Odegaard made a motion to approve August 10th, 2022, minutes, Cilimburg seconded the motion. The motion carried unanimously.

MacArthur joined the meeting.

Discussion items

5.1 Mission, Vision, Values

Devins opens the meeting with an introduction of the Windfall Studio team and explains they are a marketing agency which has worked with Mountain Line for over a decade. The meeting is to reassess Mountain Line's mission, vision, and values as an agency.

Metzger leads the discussion with Yeager's help utilizing the online questionnaire. Metzger poses questions to the Planning Committee and the responses are auto populated onto the screen at the front of the room. Metzger explains the questions are a way to evaluate how Mountain Line and the Board view the agency and the surveys from the public will give understanding to the agency's perception.

Metzger leads the Planning Committee through each exercise with various stops for discussion on outlying topics and for clarification. The Planning Committee discusses what they perceive to be their strengths, weaknesses, opportunities, and threats. Metzger asks each member of the Planning Committee to participate in listing at least two to three remarks.

The Planning Committee made use of sticky notes which were placed on a board in the front of the room to illustrate each member's opinions. Discussion continued as well as explanations on various points of view.

As the meeting ended, Metzger emphasizes this meeting was a first step in setting Mountain Line's mission. Metzger plans to bring in results from the surveys and public outreach, along with the values which are important to Mountain Line to have a clear understanding of Mountain Line's mission, vision, and values.

Adjournment

The meeting adjourned at 1:01 p.m.

Submitted by Michele Erickson