

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
February 26, 2015

Members Present: Mike DeKalb, Stephen Speicher, Don Herz, Jenni Lesoing-Lucs,
Linda Carter, Janet Goodman-Banks

Members Absent: Jason Hellbusch

Staff Present: Mike Davis, Mike Weston, Scott Tharnish, Glenn Knust, Kitty Elliott,
Connie Thoreson, Charlie Schroeder

I. REGULAR BOARD MEETING

Chairman DeKalb opened the meeting, noting the Open Meetings Act and Patron Conduct Notice posted on the north wall.

A. Patrons to be Heard

None

B. Review/Action Items

- **January 29, 2015 StarTran Advisory Board Meeting Minutes** - A motion for approval was made by Don Herz and seconded by Jenni Lesoing-Lucs to approve the 1/29/15 minutes as submitted. The 1/29/15 StarTran Advisory Board Minutes were approved 5-0 (DeKalb, Speicher, Herz, Lesoing-Lucs, Carter all voted "aye", and Banks not yet present.)
- **Summer Youth Pass Price** – Kitty Elliott reviewed the Summer Youth Pass which is utilized by youth 5-18 during June 1 through August 31, 2015. Twenty sponsors are participating in discount offers when youth show the pass at their site. A motion was made in support of the pass price being set at \$15, by Ms. Lesoing-Lucs, and seconded by Ms. Carter. The \$15 pass price was unanimously supported with a 5-0 vote. (DeKalb, Speicher, Herz, Lesoing-Lucs, Carter all voted "aye", and Banks not yet present.)
- **Wellness Fair-Promotional Pass** – At the City Wellness Fair 2/25/14, StarTran offered a promotion in which the \$17 pass was available for \$10. Ms. Elliott obtained Board approval through email, therefore, a formal vote was taken for the record. Ms. Carter made a motion to approve the promotional pass price, with a second by Mr. Speicher. The vote was unanimous in favor of the promotional pass with a 5-0 vote. (DeKalb, Speicher, Herz, Lesoing-Lucs, Carter all voted "aye", and Banks not yet present.)
- **Promotional Plan for Nebraska Transit Week** – Transit week will be held April 6-12, 2015. StarTran will plan events for each day of this event as follows; Monday (4/6), StarTran patron selfies (on the bus) to be posted on StarTran's Facebook; Tuesday (4/7), bike and bus patrons to ride free;

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Wednesday (4/8), seniors ride free; Thursday (4/9), reduced fare of 25¢ bus/50¢ Handi-van; Friday (4/10), Supermarket Sweep for the Stuff the Bus kickoff; and Saturday & Sunday (4/11 & 4/12), the Stuff the Bus event will be held. Ms. Elliott asked for a motion to approve the NE Transit Week Promotional Plan and Mr. DeKalb made the motion with a second by Ms. Carter. The vote was unanimously in favor of this plan, with a 6-0 vote. (DeKalb, Speicher, Herz, Lesoing-Lucs, Carter and Banks, all voted “aye”.)

It was suggested that StarTran look into obtaining a Twitter account and possibly launch it during the NE Transit Week event.

Ms. Elliott noted, per the Board Report, the many events StarTran will be participating in, during the month of April.

Ms. Elliott is in the process of working with Lancaster County officials, in order to make the Employee Bus Pass Program available to County employees. It was suggested that she attend a County Board Staff meeting to further this endeavor.

C. Operations Report

- Mike Davis mentioned a marketing presentation was given to UNL students and at the Wellness Fair.
- Mr. Davis reviewed ridership per the Board Report. It was also mentioned that the Transit Development Plan (TDP) is in the data gathering phase and will be looking to put together a working group in the near future.
- Any additional transit services to new schools that are planned to be built, will be reviewed with the TDP, as well as services to the airport and any other areas not now served.
- Channel 10/11 did a spot on the four new buses that will be put in to service March 19, 2015.

D. Other Business

None

E. Patrons to Be Heard

None

G. Adjournment

The meeting was adjourned.

The next meeting is scheduled for March 26, 2015, 8:00 a.m. in StarTran Conference Room.