



**February 17, 2009
Board Meeting
MINUTES**

BOARD MEMBERS PRESENT: Aaron Fodge, Kirk Montgomery, Scott Miklos, Brendon Harrington, Chris Hagelin, Casey Jones

- 1. New Board Member Welcome:** Aaron welcomed Casey Jones to the board. Casey is the Parking and Transportation Services Director for the University of Colorado at Boulder. Casey also serves on the board of the Pacific Intermountain Parking & Transportation Association (PIPTA) and is interested in identifying opportunities for both RMACT and PIPTA to coordinate and to create higher awareness of the between parking and TDM at both organizations.
- 2. 2009 RMACT Board Role:** The 2009 Work Plan includes a number of opportunities for the Chapter. However given the large geographical area that the Chapter serves, there are logistical challenges to creating regular opportunities for member interaction. A regional conference and/or event can't realistically occur every year. However a conference does serve as a fundraising opportunity to supplement the normal chapter income generated from membership dues. The board discussed the possibility of hosting a regional conference in 2010, perhaps in conjunction with PIPTA.
- 3. RMACT Membership Survey:** The board has reviewed and commented on Aaron's draft survey. In order to increase participation in the survey, the board will make follow up calls to each chapter member once the survey has been emailed to the membership. The member list will be divided up among the board members with a secondary goal of the board contacting Chapter members outside of their region that they might not know. The initial email with a link to the survey will be sent on Monday February 23rd.
- 4. RMACT Conference Scholarships:** A primary RMACT member benefit is the opportunity to apply for conference scholarships. Given the down economy, the scholarship opportunity could be particularly important to ensure RMACT representation at the national conference in 2009. Either one scholarship

covering full conference and travel costs will be made, or multiple scholarships covering just tuition. The board will be flexible based on the applications received. A scholarship announcement will be made well in advance of the early bird conference registration deadline and will be included in the next spring RMACT newsletter. Casey also indicated the potential for a matching scholarship contribution from PIPTA. He will contact his fellow board members to make the request for up to \$2000 in matching scholarship contributions.

5. Local Advocacy: The board discussed the role of the Chapter board in weighing in on local legislative issues. For instance, the potential could exist for RMACT to take a formal written position on Colorado's proposed transportation legislation. In addition, the board could also serve as a communication vehicle to alert members to pending or proposed local legislation that could impact chapter members. Additional investigation on the topic will occur with ACT National.

6. Other Items:

- A brief discussion was held regarding the use of social networks to promote local transportation initiatives. Although not necessarily an opportunity for RMACT specifically, many chapter members might benefit from hearing about the experiences of members who have successfully used this avenue for promotions including Boulder. This is potentially a future newsletter article theme.
- The board briefly discussed the opportunity of using membership incentives as a retention tool. This could be in the form of a reduced membership fee, etc. Further discussion may occur on this topic.
- The next newsletter will occur in March, submittals are being sought. Potential topics include a summary of the Missoula event that RMACT sponsored, David Cook's experience in the ACT Leadership Academy, and GO Boulder's Winter Bike to Work Day event.