



Summit Steering Committee Meeting Notes

January 18, 2024, 1:00 pm MT

Attendees:

- Shauna Miller
- Alisa Anderson
- Jason Rose
- Jody Bieze
- Kim MacPherson
- Larry Standfield
- Maxine Duran
- Suzanne Seigneur

Previous Meeting Notes & Action Items

- Completed:
 - Shauna – Send previous meeting notes out to distribution list
 - Shauna – Schedule meeting with Janet & Suzanne to follow up with hotel details
 - Janet – Send Shauna Templin’s new marketing person’s contact information
 - Kim – Send John Martin’s PowerPoint from National RTAP Conference
 - Jody – Send Suzanne a copy of the study
- In Progress:
 - Shauna – Schedule facility tour for Suzanne, Alisa, & Jody
 - Tentatively scheduled for February 9
 - Shauna – Get more information for networking/social event room
 - Pending response from Templin’s
 - Shauna – Get more information regarding space for vendors
 - Pending response from Templin’s
 - Ron – follow up with Alisa & Jody on work with marketing consultant
 - Working through the contract with Duft (our content vendor) it's looking like we will be able to do 5 provider spotlights for \$45k-\$55k. The content will also be handed off to each of the providers after the Summit for their own marketing use.

Sub-Committee Updates

- Communication/Marketing Plan – Leslie, Larry, & Maxine
 - Has summit and ITD logos and branding
 - Design staff working on
 - Will be identifying budget needs and providing that to Shauna
 - Printed digital
 - Social Media Graphics



- Social Media and Email schedule
 - March/April monthly emails and social media post
 - May-July maybe every 2 weeks
 - August-September weekly
- Agency toolkit
- Unofficial Save the Date went out



- Registration opening first week of August
- Distribution:
 - Shauna – send out to the ITD-PT distro list
 - Toolkit to go out to providers and other organizations
 - Create a centralized contact list
- Swag:
 - Swag share table/raffle – needs to be added into the registration
- Registration Site:
 - Shauna to start draft and coordinate with Jason before publishing



- Networking/Social Event – Janet & Suzanne
 - Janet is already working on the food
 - Identify where to have
 - Have a sponsor pay for it
 - Goal – target our stakeholders to make them feel special
 - Will need speakers: Ron, Transit Workforce Center (how people get into transit),
 - What do we want to say?
 - How people can grow with the transit industry (Jerry)
 - Impact from a workforce perspective

- Vendor Showcase – Suzanne & Janet
 - Offshoot of our meeting, not part of the social
 - Compiling a list of exhibitors
 - Template provided by ITD-PT for a vendor information packet

- Day 1 Statistical Economic Development Data/Case Study – Suzanne
 - Following up with John Martin
 - Speaking with Jody regarding work with consultants

- Day 1 Showcase – Jody & Alisa
 - Evening boat rides at CDA Resort – is there one that goes to Templin’s?
 - Picnic area
 - Sam Wolkenhauer – North Idaho Regional Economist
 - Chris Yake – GIS with JUB – TODs
 - Post Falls Public Transportation Plan – Kootenai County’s plan is being incorporated into
 - Day in the life of a driver?

- Day 1 What we could be – Larry & Maxine
 - Spoke with al out of Florida – moving into EVs they are hoping in the next few years they can transition
 - EV transition
 - How other places have crossed that threshold to address those needs
 - Not just about technology but also about collaboration and cooperation

- Day 1 Messages from DC – Kim
 - Sent an email to Secretary Pete Buttigieg and hopefully will hear back
 - Confirmation email

 - FTA Newsletter – assaults on transit workers at a government perspective



- Economic Panel – Ron
 - Conducted research on National economic speakers related to transit, APTA has some resources we will be exploring, as well as AASHTO. Hoping that as we engage 1 or 2 they have referrals or additional resources.

- Kick Off – ITD-PT
 - Engaged with ITD leadership to get a plan as far as whom we will be reaching out to for the keynote opening speakers.

- Hall of Fame – ITD-PT
 - Categories:
 - Individual:
 - Transportation Champion of the year
 - Distinguished Service Award
 - Outstanding Public Transportation Manager
 - Driver of the year
 - Dispatcher of the year
 - Mechanic of the year
 - Safety professional of the year

 - Agency:
 - Outstanding Public Transportation System
 - Excellence in Inclusive Collaboration
 - Innovation Award

Additional ITD-PT Updates

- Website
- Calendar Contest
 - Opens: 01/31/2024
 - Closes: 07/19/2024
 - Voting: 07/26 – 08/09/2024



Action Items:

- Shauna – Schedule facility tour for Suzanne, Alisa, & Jody
- Shauna – Get more information for networking/social event room
- Shauna – Get more information regarding space for vendors
- Ron – follow up with Alisa & Jody on work with marketing consultant
- Shauna – Create a draft/outline agenda on a high level
- Shauna – Send Jason notes from 2023 Summit
- Shauna – Launch calendar contest
- Shauna – Schedule meeting with Jason to review Eventleaf
- Shauna – Start building registration/event site, add swag contributions to registration
- Jason – Build shared distribution/contact database
- Ron – check with communications about social media sharing
- Leslie – Budget proposal to Shauna for marketing
- Alisa – Create centralized contact list that is accessible by everyone