Summit Steering Committee
Meeting Notes

February 15, 2024, 1:00 pm MT
Microsoft Teams Meeting

Attendees

- Shauna Miller
- Alisa Anderson
- Janet Miller
- Jody Bieze
- Kim MacPherson
- Larry Standfield
- Leslie Pedrosa
- Maxine Duran
- Suzanne Seigneur

Previous Meeting Notes & Action Items

- Completed:
  - Shauna – Get more information for networking/social event room
  - Shauna – Get more information regarding space for vendors
  - Shauna – Start building registration/event site, add swag contributions to registration
  - Shauna – Create a draft/outline agenda on a high level
  - Shauna – Draft of Hall of Fame

- Ongoing
  - Jason – Build shared distribution/contact database
  - Ron – check with communications about social media sharing
  - Leslie – Budget proposal to Shauna for marketing

- Location Update: Moved to Best Western Plus in Coeur d’Alene
• Sub-Committee Updates
  • Communication/Marketing Plan – Leslie, Larry, & Maxine
    • Draft sent out and collecting feedback
    • Looks great
    • Next call – marketing for new location and budget

  • Networking/Social & Vendor Showcase – Janet & Suzanne
    • Social Tuesday night
    • ~$4k for social event
    • Working on sponsor packets
      • Signage
      • Swag
      • Staged mentions

    • Shauna to get pricing info to Janet & Suzanne after planning meeting next week

• Day 1 Statistical Economic Development Data/Case Study – Suzanne
  • In discussion with Jody, Alisa, & Shauna
    • John Martin inclusion with Case Studies from DOL or separate?

• Day 1 Showcase – Jody & Alisa
  • Discussions with Suzanne & Shauna
  • Meeting with local speaker options
  • Jody provided draft content framework
  • Need more info from Ron regarding PSA videos

• Day 1 What we could be – Larry & Maxine
  • What does the committee want to see outside of EV and AI technology?
  • This sub-committee is done with EV and it’s moved and incorporated to Day 2 Electric Bus Panel
  • AI – Digging deeper into
    • Jody shared webinar link and info:
      Gartner has free webinars on a variety of topics specific to the information technology space. AI is a key topic of Gartner. An upcoming webinar is:

      February 20, 2024| 7:00 a.m. PST

    • How are people using it and is it included in Marketing?
    • VRT is using to help with bus procurements

• Day 1 Messages from DC – Kim
• Do we have a list of guests started?
  • Nothing online yet
  • Nothing finalized yet

• Do we want to continue to pursue inviting Pete?
  • Yes, if not available then maybe the Assistant Deputy Administrator Veronica?
  • Nuria Fernandez

• Economic Panel – Ron
  • Engaged with the TRB Transit Data Committee to find speakers, especially in the economic impact realm.

• Kick Off – ITD-PT
  • Working with our executive leadership

• Hall of Fame – ITD-PT
  • Shared Draft
    • Add nominee title
    • Photo to be acquired from Nominees

  • Nominations 03/01 – 07/19
  • Voting 07/26 – 08/09

• Additional ITD-PT Updates
  • Book: Think Again: The Power of Knowing What You Don't Know
  • Meeting with Jason on 02/16/2024

Next Meeting Agenda 02/29/2024

Meeting Action Items:
- Shauna – pricing info for social event
- Jason – Build shared distribution/contact database
- Ron – check with communications about social media sharing
- Leslie – Budget proposal to Shauna for marketing