



North Natomas

Transportation Management Association

NORTH NATOMAS TMA BOARD OF DIRECTORS MEETING

North Natomas TMA Office, 1918 Del Paso Road, Suite 100, Sacramento, CA 95834

Tuesday, January 10, 2017

Board Members Present

Derek Chernow
Phil Rodriguez
Chris Holm
Bruce Roberts
Neil Nance
Patti Hoffman
Neil Page
Randy Standiford

Staff Members Present

Becky Heieck, Abbey Stumpf, Mellissa Meng, Leah Barrett

Guests

Marty Carr, Law Offices of Martin Carr
Ryan Hooper, Law Offices of Greg Thatch
Scot Crocker, Erin Stafford-Crocker & Crocker

CALL TO ORDER - The meeting was called to order by President Chernow at 9:05 a.m. A quorum was present. Introductions were made around the table.

CONSENT CALENDAR – Motion by Holm/Standiford to approve the January 2017 minutes, 5/0.

DISCUSSION CALENDAR –

Rebranding – Scot Crocker spoke about his background and the work Crocker & Crocker does in the Sacramento area. He shared about the branding process, the work NNTMA staff has done on rebranding to date and the committee's archetype choice of Sage and Explorer. Crocker will come back to the April board meeting with new name choices, taglines and the stories surrounding those choices.

Fourth Quarter Staff Report – Staff reviewed the Fourth Quarter Staff Report and answered questions.

2016 Year-End Budget Review – Rodriguez and Heieck shared the year-end budget and answered questions.

Shuttle RFP Update – Heieck shared that our contract with Sacramento Regional Transit has concluded and she has exercised the option for one more year. She has contracted with Nelson Nygaard to assist with RT negotiations and RFP work. Heieck fielded several questions posed by board members.

2016 Accolades – Chernow commended Heieck for receiving the N Factor Diamond Award from Councilmember Angelique Ashby for service to the North Natomas community. Heieck shared that NNTMA received the Marketing & Outreach Award from the Association for Commuter Transportation (national organization) for our Project Ride Smart video. Heieck explained that Meng had understood the need for the video, wrote and received a small grant from SACOG to produce it, and it is now being used in our programmed schools as well as in a few other states. The board congratulated Heieck and Meng on jobs well done.

CLOSED SESSION – Pursuant to Government Code Section 54957, Performance of Executive Director – the board went into closed session.

OPEN SESSION –

Report Out Performance Evaluation of Executive Director – Chernow shared the board is pleased with Heieck's performance.

