



## **Inland Empire Rail Transit Association**

Monday, 9 September 2013 / 6:30P at the Traver Farm, Spangle WA

### **AGENDA / MINUTES**

#### 1) Chair's opening: Don Cain

##### - Call to order:

*The picnic social began at approximately 1600 with dinner at 1800 and the general meeting being called to order at 1900 hrs.*

##### - Welcome and thanks to hosts KC & Susan Traver

###### -- ATTENDEES

--- BOARD: Don Cain, Dick Raymond, KC Traver, Nick Nickoloff, Phyllis Holmes, and Rich Bryant.

--- FRIENDS: Trudy Raymond, Bob Voris, Susan Traver, Mary Lee Nickoloff, Amy Jo Sooy, Dick Wall, Ann Wall, and Jeanie Bryant.

##### - Discuss results of friend letter mailing

-- Don reported that the informative letter to all membership has been distributed via mass e-mailing. As was expected, some membership listings have been corrected or deleted due to the interactive capability of the mass membership list. **(Closed)**

#### 2) VP's report: Dick Raymond

- The website has experienced 22,354 contact hits from inception to date with 273 hits occurring since our last meeting in July 2013.

#### 3) Treasurer's report: Nick Nickoloff

- The organization's account balance stands at \$2,483.22 pending any funds that may have accrued on the organization's PayPal account.

- Feedback on the Liberty Lake Days set-up, booth location, and overall effectiveness was provided via general discussion. The event was fun and congenial but the location limited pedestrian traffic and detracted from the public outreach effectiveness. Use of a television and laptop to continuously display the simulations was considered to be very effective.

#### 4) Secretary: KC Traver

- *Approval of minutes for the Jul 13 meeting is deferred to the next regular meeting in October. (Open)*
- *WA State notification for renewal of non-profit organization status has been received with a 30 Sep 13 deadline. Nick Nickoloff will take the necessary action via online access. (Closed)*

## 5) Old business:

### - Billboard proposal - Phyllis

*-- Discussions with industry representatives revealed that Emerald Outdoor Advertising may be more cost effective than LaMar Outdoor Advertising. An initial rough estimate is about \$1,000 for a billboard advertisement that could be relocated periodically to different locations for greater effectiveness. Members also expressed the need for a generic statement that advocates for rail transit and leads people to the InlandRail website. (Open)*

## 6) New business:

- *Suggestions for fundraising were discussed including the potential for corporate sponsorship. (Open)*

## 7) PR & Outreach: Trudy Raymond

- *Renewed participation in "Unity in the Community" was discussed as a public outreach event. There were concerns expressed by some board members due to the duration of the event and therefore required manpower to maintain a booth presence throughout the event.*
- *Trudy noted an opportunity to mingle with business leaders at a 5 Oct 13 event sponsored by Inland Northwest Bank.*

## 8) Friend comments:

- *Dick Wall expressed thanks and positive sentiments on seeing so many past project people again. He also had recently spoken with John Lackey who similarly passed along well wishes to the Board and members of InlandRail.org.*

## 9) Board comments:

- *Don Cain mentioned that he had seen and briefly talked to former Light Rail Steering Committee member and STA Board President, Brian Sayrs, at the recent Spokane "Pig Out in the Park" event. He noted that Brian was doing well and passed along greetings from InlandRail.org.*

The meeting adjourned at approximately 7:50 pm.

**Next scheduled meeting:** 14 Oct 13 / 6:00 PM; Knox Presbyterian Church