



Board Minutes

Monday 14 Oct '13 / 6:00 p.m.
Knox Presbyterian Church
806 W. Knox Ave, Spokane WA 99205

AGENDA / MINUTES

Attendees

Board: Don Cain, Nick Nickoloff, Phyllis Holmes, Keith LaMotte, Dick Raymond, and K.C. Traver

Guests: Trudy Raymond, Mary Lee Nickoloff, and Dick Wall

1) Chair's Call to Order: Don Cain, President, at 6:10 p.m.

- Administrative Items; *no items reported*

- Welcome board and guests

-- **Mike Tedesco, Candidate for City Council, Liberty Lake**

Mike offered the following comments while seeking the endorsement of the Board for his election campaign:

- *First began to follow the Spokane Regional Light Rail Project while attending college at University of Idaho at Moscow. Was disappointed to read the 2002 Spokesman Review article declaring the project "financially unfeasible".*
- *Has a Master's Degree in Urban Planning as applicable background*
- *Questioned the economic merits of the Central City Line while working for the Downtown Spokane Partnership; "isn't it just another bus?"*
- *Characterized Spokane as "real good at taking an idea and making it worse."*

A general discussion of the cost / benefits of light rail ensued between Mike, board members, and guests. Consideration to endorsed was deferred until later in the agenda, under New Business.

2) VP's report: Dick Raymond

- *The website has experienced 22,522 contact hits from inception to date with 168 occurring since the regular Sep '13 meeting.*

3) Treasurer's report: Nick Nickoloff

- *The organization's account balance stands at \$2,473 after one expense to re-register as a non-profit with the State of Washington.*

4) Secretary: KC Traver

- Approval of July & September minutes;

- *Action: Both sets of minutes were **approved** by unanimous vote with one minor correction to the Sep '13 minutes in a motion made by Phyllis Holmes and seconded by Nick Nickoloff.*

5) Old business:

- Tom Townsend, Emerald Outdoor Advertising
 - *Tom outlined general requirements, prices, and potential billboard locations for consideration by the Board for more advocacy by advertising the website and encouraging public demand that regional plans include a light rail system.*
 - *A draft concept was presented by K.C. Traver as a starting point for discussion. Numerous changes were recommended and the Board reached consensus regarding an ad concept, subject to qualified graphic artist review.*
 - ***Action:** Nick Nickoloff moved to commit \$1,000 for billboard advertising, plus any ancillary expenses such as artwork and taxes, estimated to be another \$200, for a total of \$1,200. The motion was seconded by K.C. Traver and **approved** by unanimous vote of the Board. Keith LaMotte agreed to investigate getting artwork completed with K.C. Traver agreeing to provide additional logistical support to bring the effort to a conclusion.*

6) New business:

- Candidate endorsements
 - *A general discussion for the purpose of considering endorsement of Mike Tedesco was conducted by the Board. Members were reminded that an endorsement represents his support of the organization's published strategic objectives and is not a statement of personal political preferences.*
 - ***Action:** Phyllis Holmes moved to provide InlandRail endorsement of Mike Tedesco's campaign for Councilman for the City of Liberty Lake, without any contribution of funds. The motion was seconded by Keith LaMotte and **approved** by unanimous vote of the board members present.*

7) PR & outreach, Trudy Raymond; *no items reported*

8) Friend comments: *None provided.*

9) Board comments:

- *Various members identified advocacy bullet points that can be posted on the website in anticipation of increased traffic from the authorized billboard ads.*
- *Dick Raymond indicated he was intending to write an editorial for the website that would also advocate for regional planning for a light rail system.*
- *K.C. Traver pointed out a recent article in "The Inlander" regarding STA's proposed "high performance transit network" initiative for the region. He noted several quotes attributable to STA's CEO regarding the potential for economic stimulus by the system despite their plans for it to be a rubber tired mode on existing streets. K.C. noted that it would no doubt be a higher quality transit system but he has found very little evidence of economic stimulus by a transit system that is not rail based in exclusive right-of-way.*

The meeting adjourned at approximately 7:45 p.m.