



Board Minutes

Monday 13 Jan '14 / 3:00 p.m.
Knox Presbyterian Church
806 W. Knox Ave, Spokane WA 99205

AGENDA / MINUTES

Attendees

Board: Don Cain, Phyllis Holmes, Dick Raymond, Nick Nickoloff, and K.C. Traver
Guests: Mary Lee Nickoloff, and Nancy Roth/Spokane Public Radio

- 1) Chair's Call to Order: Don Cain, President; 3:30 p.m.
 - Welcome board members and guests

 - Administrative Items; *no items reported*

- 2) VP's report: Dick Raymond
 - *The website has experienced 23,641 contact hits from inception to date with 492 occurring since the Dec '13 meeting. Notably, the increased traffic is roughly three times that normally occurring in a one-month period. This is attributed to the 5 area billboards advocating for regional light rail planning.*

- 3) Treasurer's report: Nick Nickoloff
 - *The organization's account balance was reported at \$1,373.22 after payments to Emerald Outdoor Advertising. Members are reminded to consider renewing individual contributions. There is one outstanding payment due (reimbursement) for renewal of website hosting fees.*

- 4) Secretary: KC Traver
 - Approval of Oct '13 minutes
 - *Action: The minutes were **approved** by unanimous vote in a motion made by Nick Nickoloff and seconded by Dick Raymond with one minor correction regarding board member attendees at the Dec '13 meeting.*

- 5) Old business:
 - Spokane Public Radio
 - *Don Cain introduced Nancy Roth who is an advertising representative for radio stations KPBX, KSFC, and KPBZ. She provided an overview of the demographic makeup of respective radio listeners followed by an outline of costs and benefits of radio advertising. She distributed several handouts in support of her presentation for the board to review in consideration of a potential contractual commitment. A question and answer period followed.*

6) New business:

- WA State Transportation Plan 2040

- *KC Traver offered to review and look for opportunity to comment, as appropriate.*

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

- *Phyllis Holmes asked how many new friends are being signed up through the web site, particularly in response to the billboards (response pending).*

8) Friend comments: *None provided.*

9) Board comments:

- *Don Cain reported on his continuing efforts to contact additional public outreach sources.*

Next scheduled meeting: 10 Feb '14 / 3:00 p.m. at the Knox Presbyterian Church.

The meeting adjourned at approximately 5:15 p.m.