

Meeting Notes - DRAFT
ORCA Joint Board Special Meeting – February 14, 2019
Noon – 1:00 p.m.
King Street Center, 8th Floor Conference Room

Board Members Attending:	ORCA Operations:	Others in Attendance:
<p>Community Transit</p> <ul style="list-style-type: none"> • Tim Chrobuck (Alt) <p>Everett Transit</p> <ul style="list-style-type: none"> • Tom Hingson <p>King County Metro</p> <ul style="list-style-type: none"> • John Resha <p>Kitsap Transit</p> <ul style="list-style-type: none"> • John Clauson <p>Pierce Transit</p> <ul style="list-style-type: none"> • Ryan Wheaton (Alt) <p>Sound Transit</p> <ul style="list-style-type: none"> • Mike Harbour <p>Washington State Ferries</p> <ul style="list-style-type: none"> • Brian Churchwell (Alt) 	<ul style="list-style-type: none"> • Rob Jensen (CT) • Bob Hunter (ET) • Laurie Elder (KCM) • Denise Moyle (KT) • Scott Rider (KT) • Mark Gloss (OPS) • Ulta Slee (OPS) • Lynn Horton (ST) • Jared Fernley (WSF) <p>Regional Administration:</p> <ul style="list-style-type: none"> • Cheryl Huston (RPA) • Liz Biber (RPA) <p>next gen ORCA Program:</p> <ul style="list-style-type: none"> • Brittany Esdaile (RPM) 	<ul style="list-style-type: none"> • Brin Owen (CHM2Hill) • Matt Hansen (KCM) • Randy Boshart (KCM) • Amy Pearsall (ST) • Kathryn Van Sanden (ST)

1. CALL THE MEETING TO ORDER & INTRODUCTIONS: The special meeting was called to order by Joint Board Chair, John Resha (KCM).

2. PUBLIC COMMENT: Joe Kunzler said he attends public meetings and is a supporter of efficient public transit. Joe voiced concern that next generation ORCA updates are limited and there is not a public relations officer. He suggested board meetings move to the Ruth Fisher Board Room at Sound Transit’s Union Station where meetings can be audio recorded and be under Sound Transit’s board guidelines.

3. APPROVE MEETING NOTES: The January 14, 2019 meeting notes were unanimously approved by the Joint Board.

4. ACTION ITEMS:

a) Approve ORCA Director Job Description and Recruitment – Cheryl Huston (RPA) reported this action authorizes Sound Transit to post and advertise the director position on behalf of the region. It confirms Joint Board representation in the hiring process and notes the finalist will be approved by the Joint Board. The job description is recommended by the ORCA Steering Committee.

Mike Harbour (ST) will engage the Steering Committee in the initial applicant screening before moving to the executive level. The panel will consist of Mike, John Resha and either Emmett Heath (CT) or Tom Hingson (ET).

John suggested the Joint Board take action on infrastructure for ongoing performance management. Mike Harbour (ST) recommended doing so as a separate action for clarity. Cheryl agreed to draft an action for Joint Board consideration, outlining performance management of the ORCA Director.

Ryan Wheaton (PT) asked how the director would interact with Cheryl and current staffing. Cheryl replied that the new director would manage future next generation ORCA activities while she remains focused on current ORCA and vendor performance.

The ORCA Director Job Description and Recruitment by Sound Transit was unanimously approved by the Joint Board.

- b) Approve ORCA Brand Refresh** – Brittany Esdaile (RPT) provided a summary of the brand refresh design process, goals and next steps and then introduced Kathryn Van Sanden (ST). Kathryn chairs the Regional Marketing Committee (RMC). She reported that the RMC, Regional Program team and a multi-agency team guided the refreshed branding strategy. The RMC and Steering Committee unanimously recommend the refreshed branding elements.

The ORCA Brand Refresh was unanimously approved by the Joint Board.

5. OTHER BUSINESS: None.

The meeting adjourned at 12:21 p.m.

NEXT JOINT BOARD MEETING: Monday, March 11, 2019, 11:00 a.m. to 12:30 p.m. at King Street Center 8th Floor Conference Room.