



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
www.appleton.org

## Meeting Minutes Fox Cities Transit Commission

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Wednesday, June 12, 2013

3:00 PM

Sixth Floor, Room 6 A/B

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1. Call meeting to order

2. Roll call of membership

**Present:** 6 - Alderperson Jeffrey Jirschele, Carolyn Mewhorter, Carol Kasimor, Kevin Vonck, Alderperson Kyle Lobner and Richard Detienne

**Excused:** 2 - Chuck Rundquist and Lynn Erickson

3. Approval of minutes from previous meeting

[13-676](#) Approval of minutes

**Commissioner Vonck moved, seconded by Alderperson Lobner, that the Minutes be approved. Voice Vote. Motion Carried.**

4. **Public Hearings/Appeances**

[13-677](#) Public Participation on Agenda Items

*There was no public participation on the agenda items.*

[13-678](#) Presentation on Valley Transit Audit by John Andres, Baker Tilly

*John Andres, Baker Tilly presented the Valley Transit audit and noted that 2012 was a good year for Valley Transit operationally and financially. He stated that there were no federal or state compliance issues, no significant deficiencies or material weaknesses in internal control identified and no transit findings in the City single audit.*

5. **Action Items**

[13-692](#) Approval of Valley Transit Title VI Plan

*A new federal regulation requires that Valley Transit's Title VI Plan be approved by our governing body every three years.*

**Commissioner Detienne moved, seconded by Alderperson Lobner, that the Report Action Item be approved. Voice Vote. Motion Carried.**

## 6. Information Items

[13-680](#)

### Approval of Payments

*Moved action item to informational section.*

**Aldersperson Lobner moved, seconded by Commissioner Detienne, that the Report Action Item be approved. Voice Vote. Motion Carried.**

[13-681](#)

### Focus Groups and Individual Interviews - Preliminary Results, Presented by Michelle Dejno, Willems Marketing

*Michelle Dejno of Willems Marketing presented the preliminary findings of the focus groups and interviews conducted by Willems Marketing for Valley Transit. The goal was to determine the perceptions of elected officials, community leaders and business leaders about public transit in the Fox Cities and of Valley Transit specifically as well as opinions about a regional transit authority and their opinion on increasing taxes to pay for existing or improved transit services.*

[13-683](#)

### Route 20 Detour

*Assistant General Manager Sal La Puma described an extensive detour that will be put into effect on June 17 on Route 20 – Kaukauna to downtown Appleton through Kimberly and Little Chute. The detour is necessary to put the Route 20 back on time and allow for connections to other routes at the Transit Center. The detour is as a result of the major construction in several places along the route which has severely affected Valley Transit's ability to keep the route on time. Customers of Route 20 have been informed of the detour with flyers on the bus, large maps with detour information at the Transit Center, in all shelters along the route, on the Valley Transit website, on Facebook and Twitter and on electronic displays on the buses. Packets of information about the detour have been sent to all affected municipalities.*

[13-684](#)

### Marketing Plan and Budget Update

*The plan for producing two 30 second cable television commercials, a How to Ride the Bus video and print ads to increase awareness of Valley Transit service and give people a sense of the ease of using the bus was presented by Nikki Voelzke, Community Relations Specialist. The cost for producing the commercials, video and print ads will be covered by under-spending other items in the budget rather than using part of the advertising budget. The budget is very small for the task that needs to be accomplished and would be inadequate if the cost of production had to be taken out of that budget line item. This will not increase Valley Transit's overall budget. It is a reallocation of some resources in the budget.*

[13-685](#)

### Legislative Update

*The Joint Finance Committee voted to keep transit in the Transportation Fund but delay the 4% increase in transit funding to 2015. They also voted to increase paratransit funding by 10%. The Assembly is expected to take up the budget next week.*

[13-735](#)

Pending Items

7. Adjournment