



## Summit Steering Committee Meeting Notes

February 1, 2024, 1:00 pm MT  
Microsoft Teams Meeting

### Attendees

- Ron Duran
- Shauna Miller
- Alisa Anderson
- Janet Miller
- Jody Bieze
- Kim MacPherson
- Larry Standfield
- Leslie Pedrosa
- Maxine Duran

### Previous Meeting Notes & Action Items

- Completed:
  - Shauna – Schedule facility tour for Suzanne, Alisa, & Jody
  - Ron – follow up with Alisa & Jody on work with marketing consultant
  - Shauna – Send Jason notes from 2023 Summit
  - Shauna – Launch calendar contest
  - Shauna – Schedule meeting with Jason to review Eventleaf
- Ongoing
  - Shauna – Get more information for networking/social event room
  - Shauna – Get more information regarding space for vendors
  - Shauna – Create a draft/outline agenda on a high level
  - Shauna – Start building registration/event site, add swag contributions to registration
  - Jason – Build shared distribution/contact database
  - Ron – check with communications about social media sharing
  - Leslie – Budget proposal to Shauna for marketing

### Sub-Committee Updates

- Communication/Marketing Plan – Leslie, Larry, & Maxine
  - Finalizing timeline
  - Swag Plan
    - Who can bring what?
    - How to give it out?
    - Raffle at each session?
- Poster to be presented at next meeting



- Networking/Social – Janet & Suzanne
  - Need to determine location and date to understand how sponsors can assist - hotel tour will assist
  - John Martin could be one of the presenters
  - Need price point from Vendor Showcase
- Vendor Showcase – Suzanne & Janet
  - Still collecting vendor names but don't know the size of the rooms and availability to go to the next step - hotel tour will help
- Day 1 Statistical Economic Development Data/Case Study – Suzanne
  - John is currently available and is interested in doing the keynote plus more related to demonstrating the economic impact of transit
  - His firm provides strategic direction that culminates into action for companies and he's interested in doing that for the Summit - keynote plus workshops at the summit and working with 1-3 agencies beforehand to develop the data used at the summit.
  - The workshops at the Summit would show all other providers how to develop the data to demonstrate the economic impact of their service to their stakeholders. Then, all the providers would bring their data together and take over a day at the Capital in the 2025 Legislative Session to encourage the legislators to fund public transportation.
  - Pricing - keynote = all travel/hotel costs plus 10,000; if we include several workshops = 13,000. Working to pull together a day at the capital plus keynote and workshops = \$20,000.
- Day 1 Showcase – Jody & Alisa
  - Met with Ron and Shauna
  - We've identified a couple of different resources to compliment the economic analysis. Jody worked with some consultants on public transportation in Kootenai County
  - Idaho Dept. of Labor has statistical data and is a potential presenter for day 1
  - Provider showcase rolled out throughout day 1
  - Do we need additional speakers for day 1?
- Day 1 What we could be – Larry & Maxine
  - Big push for EV
  - Trying to figure out the AI technology and how to incorporate their dispatching
- Day 1 Messages from DC – Kim
  - Heard back from Pete's office. Filling out a form. Who are we going to invite?
  - We should develop invite list first then submit form
- Economic Panel – Ron
  - Met with an analyst at FTA. They will be providing a list of possible contributors.
- Kick Off – ITD-PT
  - Spoken with our Director and Division Administrator. They will be providing guidance on what is the appropriate path forward.
- Hall of Fame – ITD-PT
  - Developing database for submissions. Hoping to have draft available by next meeting.



- Additional ITD-PT Updates
  - Calendar Contest opened and added to website
  - DropBox invite for file sharing

**Action Items:**

- Shauna – Get more information for networking/social event room
- Shauna – Get more information regarding space for vendors
- Shauna – Create a draft/outline agenda on a high level
- Shauna – Start building registration/event site, add swag contributions to registration
- Shauna – Draft of Hall of Fame
- Jason – Build shared distribution/contact database
- Ron – check with communications about social media sharing
- Leslie – Budget proposal to Shauna for marketing