



**GREATER IDAHO FALLS TRANSIT**

dba TRPTA TARGHEE REGIONAL PUBLIC TRANSPORTATION AUTHORITY  
PHONE: 208-612-8323

**BOARD MEMBERS PRESENT:**

**Michelle Ziel-Dingman, Lisa Farris, and Rick Cloutier.**

**BOARD MEMBERS ABSENT: Arnold Cantu and Michael Walker.**

**GUEST: Laura Satterlee, Grants Coordinator for the City of Idaho Falls**

**Tuesday, April 19, 2022**

**10:00 am – 11:00 am**

**Idaho Falls City Annex Building Conference Room**

**Agenda:**

1. Approval of minutes from March 15, 2022 GIFT Board meeting
  - a. Motion to approve by Lisa Farris, seconded by Rick Cloutier, approved.
2. Financial update from Treasurer
  - a. \$149,723.12 in account – no output and no input
  - b. Motion to approve Lisa Farris, seconded by MZD. Unanimously approved.
3. Kade Marquez, GIFT Transit Coordinator:
  - Social media page for GIFT
    - Kade will start Instagram, Twitter, YouTube, Facebook and Instagram
    - Local celebrities, SRAS dogs, 7 questions with Emmy – Meet the Driver, BMX angle
  - Agencies and monthly MOU's
    - Organizations would like to allow their clients to ride the service and be billed afterwards.

- Discussion on how to track and bill for this.
  - Could batch a series of codes (kind of like a gift card code) to pay for the ride.
  - Could create geo-fencing for certain locations.
  - Water Dept. interested in paying for rides to the library to ride for free during water tower construction.
  - Could make a special portal for certain organizations where their admin schedule rides for their clients.
  - Could we do a punch card?
  
- GIFT On-Demand (marketing reference)
  - MZD made a motion to amend the agenda to call for an action item to approve the marketing of GIFT On-Demand. Good faith reason is that delaying this vote will delay vehicle wrap designs and sponsorship opportunities. Lisa seconded. Unanimously approved.
  - Lisa made the motion to approve the marketing of the service as GIFT On-Demand, MZD seconded. Unanimously approved.
  
- Adv/Marketing Bus Wraps rates for nonprofit/for profit
  - Need to create sponsorship packet. Kade and MZD will meet next Wednesday.
  
- PSA options provided by City
  - Kade meeting with Chris and the PIOs to brainstorm ideas for advertising and PSAs.
  
- Logo/QR Codes for July 4<sup>th</sup> float/parade
  - Would like to have GIFT vehicles in the parade route. Hopefully we have a co-op branded sponsor on vehicle wraps.
  
- Website - update from speculative to current
  - Kade will tell MZD what updates he wants.
  
- Advertising space at the Airport
  - Rick informed the group that a new Business Development person, Emily Fitzpatrick, will be starting Monday and can meet with Kade.

4. Review of public transit provider/timeline
  - a. June 1<sup>st</sup> launch with the GIFT app ready for download by mid-May. Phone number to publish the end of April but won't be live until service will be live.
  - b. Hoping to do a soft launch at the end of May.
  - c. Downtowner is hiring and we're getting contact about the job openings.
  - d. Kade will get approval from Chris F. to take a trip to Jackson.
  - e. Will be able to schedule rides up to seven (7) days in advance.
  - f. Kade doing marketing presentations like Civitans, INL/City, etc.

**Action Items:**

1. Approval of financial update from Treasurer
  - a. Motion to approve Lisa Farris, seconded by MZD. Unanimously approved.
2. Approval of March 15, 2022 GIFT Board meeting
  - a. Motion to approve by Lisa Farris, seconded by Rick Cloutier, approved.

**Other Items:**

Motion to adjourn at 11:03 am