



Board of Director Regular Meeting Minutes

September 22, 2014 Recorder: Donna Halvorsen

1. **Call Meeting To Order:** Harvey Mc Donald called meeting to order at 10:02am.

2. **Roll Call:**

Chair	Thorne Bay	Harvey McDonald	present
Vice Chair	Klawock	Jeff Nickerson	absent
Sec/Tres	Craig	Otis Gibbons	present via teleconference
Director	Wrangell	Bernie Massin	absent
Director	Hydaburg	Jolene Edenshaw	present via teleconference
Director	At Large	Dee Dee Jeffreys	present via teleconference
Director	Coffman Cove	Brian Wilson	present

Staff Present: Dennis Watson, Chrissy Torsey-Lucero, Rich Rogers and Donna Halvorsen

Staff present via teleconference: Len Laurance

Public Present: None

Public present via teleconference: Misty Fitzpatrick

3. **Approval of Minutes from June 19 and September 2, 2014 Special Meetings:** Motion: Approve minutes as presented; moved by Dee Dee Jeffreys and seconded by Brian Wilson. Motion approved unanimously.

4. **Approval of Agenda:** Motion: Approve agenda as amended (remove records retention schedule item 9d); moved by Harvey McDonald and seconded by Brian Wilson. Motion approved unanimously. Jolene Edenshaw, Jeff Nickerson and Harvey Mc Donald would like a hard copy of the Records Retention Schedule sent to them.

5. **Public Comment:** none

6. **Correspondence:** none

7. **Manager's Report:**

- Dennis Watson reported that the prior week he attended Southeast Conference in Wrangell, and bad weather caused about half the attendees from showing up including the governor. Dennis was elected to the SE Conference Board and it's his objective to get involved with the Transportation Committee on issues that affect the IFA and transportation in southeast in general.

- Dennis explained that Andy Hughes said that the covered walkway in KTN is on the STIP, and the plan is to begin construction in 2015.
- Dennis will also be attending the Alaska Community Transit Conference in Anchorage. The state requires all transit providers to attend and because of that, the state is footing the bill. It will be a great opportunity to collaborate with fellow transit operators on many issues including funding possibilities.
- On October 23rd Dennis would like to attend the Passenger Seasonal Regional Conference in Washington. These are the people who put the IFA on the cover of their magazine in July 2014 so we're on their radar and this is an opportunity to get great feedback and information from other ferry operators.
- After returning from Wrangell, Dennis, Donna and Rich met with Patrick McHugh from Western Marine Construction Inc; they are the contractors who were awarded the new HYL Dock/Transfer Bridge Project slated for 2015. Managers were able to clarify items and get questions answered. The tentative schedule is that Western Marine will get their construction materials beginning March 2015 so installations will begin thereafter. Prior to that phase, subcontractor SE Road Builders will do the dirt work in January & February..... weather permitting. The important news is that DOT and Western Marine have devised a way to keep the existing dock functional all the way through the construction project meaning, we won't run out of Coffman Cove for any period of time. Dennis will get a formal confirmation of this the beginning of October.
- Regarding the North To The Future publication, Carolyn Chapman is taking pictures for it. There will be two pictures for each of our three pages in the book, and Len and Dennis will draft the biography for it.

8. Old Business:

- a) Food Concessionaire Contract Amendments: Motion: Approve Resolution No. 2014-14 as written; moved by Harvey McDonald and seconded by Dee Dee Jeffreys. A roll call vote was taken and motion passes.

Chair	Thorne Bay	Harvey McDonald	yes
Sec/Tres	Craig	Otis Gibbons	yes
Director	Hydaburg	Jolene Edenshaw	yes
Director	At Large	Dee Dee Jeffreys	yes
Director	Coffman Cove	Brian Wilson	yes

9. New Business:

- a) Driver Free in 2015: Motion: Approve offering Driver Free January through April 2015; moved by Jolene Edenshaw and seconded by Brian Wilson. Motion approved unanimously.
- b) Discuss feasibility of tracking how customers have heard about the IFA: It was determined that it would be helpful to track which marketing options were increasing traffic. To accomplish this, we will ask non locals, "Where did you hear about us?" They will have a list to select from including 'other.' The list will consist of the current places the IFA advertises, and the data will begin being collected as soon as the procedure is put into place (asap.) The data collected between now and December 31, 2014 will be unofficial data and help to work out any glitches in the process. Beginning January 1, 2015 through December 31, 2015 the data

will be consistently collected and formally recorded and presented to the Board on a regular basis.

- c) Winter Incentive Program 2015: Motion: Approve offering the Winter Incentive Program in 2015 as implemented in 2014; moved by Jolene Edenshaw and seconded by Brian Wilson. Motion approved unanimously.

10. **Board Comments:** Jolene Edenshaw commented on behalf of a Ketchikan resident who could not attend this meeting. She said that it was reported to her that (twice) IFA employee(s) have been rude to a customer. Dennis Watson asked Jolene to get the information to him and he'll follow up on it. Jolene also said it was reported to her by several customers that IFA employees are some of the most helpful people they've encountered while traveling.

11. **Schedule Next Meeting:** The next Regular Meeting will be January 2015 and will be held on the vessel if possible.

12. **Adjournment:** Motion: Adjourn meeting at 10:35am; moved by Jolene Edenshaw and seconded by Brian Wilson. Motion approved unanimously.