

South Lane Wheels Board meeting      March 23<sup>rd</sup> 2010

Members in attendance; Sharon VanGorder, Iva Pfeifer, Russ Owens, Aaron Shumway, Brian Ouellette, Teresa Taylor, Sue Ordonez, Suzanne Huebner, Joe Raade.

Also in attendance were; Howard Schesser, Chandra Paetsch and Jeff Arkyns.

12:15 Meeting called to order;

Additions to agenda; Special executive session after board meeting.

Aaron read resignation letter from Chandra stating she is leaving for personal reasons , last day to be next Friday April 2<sup>nd</sup>.

Iva read letter from Planned Parenthood to be sent to Cottage Grove Police Dept authorizing police to enter general buildings in pursuit of criminal trespass. The intent and ramifications of this letter is unclear to the board and a request is to be made to Planned Parenthood to come to the next meeting to explain their reasoning.

Grace Gardner, cartographer, spoke of what she does which is designing and printing of brochures with area maps for marketing . She spoke of problems with the South Lane Wheels logo which is a wheel. She suggested the logo places emphasis on the word " wheel " which is identified with " Wheelchairs and Meals on Wheels" and implants the perception of SLW as a special needs transport instead of a bus service for everyone. She thought the current logo should be retired and the name "South Lane Wheels" should be minimized and the words " The Bus" should supplant it on all the signage. Her design ideas are not donated and to implement them would cost around \$1500.00. She printed out a brochure she designed and presented it to the board . The idea of selling ad space on the brochures to fund it was discussed.

Fund raising committee report; Russ and Suzanne gave a report on the progress of the Donor Appreciation Night scheduled for Friday.

ED recruitment committee report;

Joe Raade spoke of the focus of advertising efforts including newspaper and internet to happen from April 15<sup>th</sup> through May 14<sup>th</sup>. The week of May 24<sup>th</sup> to interview applicants and the week of June 8<sup>th</sup> for the board to interview finalists. Some details of the application process were discussed.

A date of April 8<sup>th</sup> at 12:00 was set for a special board meeting to address the ED vetting proposal.

1:15 Meeting adjourned.