

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**  
**1362 Rutan Court, Suite 100**  
**Livermore, CA 94551**

**BOARD OF DIRECTORS MEETING**

**DATE:** October 3, 2016

**PLACE:** Diana Lauterbach Room LAVTA Offices  
1362 Rutan Court, Suite 100, Livermore CA

**TIME:** 4:00pm

---

**AGENDA**

**1. Call to Order and Pledge of Allegiance**

**2. Roll Call of Members**

**3. Meeting Open to Public**

- Members of the audience may address the Board of Directors on any matter within the general subject matter jurisdiction of the LAVTA Board of Directors.
- Unless members of the audience submit speaker forms before the start of the meeting requesting to address the board on specific items on the agenda, all comments must be made during this item of business. Speaker cards are available at the entrance to the meeting room and should be submitted to the Board secretary.
- Public comments should not exceed three (3) minutes.
- Items are placed on the Agenda by the Chairman of the Board of Directors, the Executive Director, or by any three members of the Board of Directors. Agendas are published 72 hours prior to the meeting.
- No action may be taken on matters raised that are not on the Agenda.
- For the sake of brevity, all questions from the public, Board and Staff will be directed through the Chair.

**4. September Wheels Accessible Advisory Committee Minutes Report**

**5. Consent Agenda**

**Recommend approval of all items on Consent Agenda as follows:**

- A. **Minutes of the September 12, 2016 Board of Directors meeting.**
- B. **Treasurer's Report for the month of August 2016**

**Recommendation:** Staff recommends approval of the August 2016 Treasurer's Report.

**6. Contract Award for Individualized Marketing Services**

**Recommendation:** The Project & Services Committee recommends the LAVTA Board award a contract to Steer Davies Gleave in the amount of \$129,950 for individualized marketing services for the period of one (1) year, with an option to extend the contract one (1) additional

year. Additionally the Committee recommends a 15% contingency for the project and authorization for the Executive Director to execute the contract.

**7. Rebranding Project**

**Recommendation:** The staff recommendation is that the Board receives a report on the FY2017 Rebranding Project and provides direction to staff.

**8. Executive Director's Report**

**9. Closed Session - PUBLIC EMPLOYEE PERFORMANCE EVALUATION (Gov't Code §54957)**

**Title: Executive Director**

**10. Reconvene to OPEN SESSION**

**11. Matters Initiated by the Board of Directors**

- Items may be placed on the agenda at the request of three members of the Board.

**12. Next Meeting Date is Scheduled for: November 7, 2016**

**13. Adjournment**

Please refrain from wearing scented products (perfume, cologne, after-shave, etc.) to these meetings, as there may be people in attendance susceptible to environmental illnesses.

*I hereby certify that this agenda was posted 72 hours in advance of the noted meeting.*

*/s/ Jennifer Suda*

*9/29/2016*

*LAVTA, Administrative Assistant*

*Date*

*On request, the Livermore Amador Valley Transit Authority will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. A written request, including name of the person, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service should be sent at least seven (7) days before the meeting. Requests should be sent to:*

*Executive Director  
Livermore Amador Valley Transit Authority  
1362 Rutan Court, Suite 100  
Livermore, CA 94551  
Fax: 925.443.1375  
Email: [frontdesk@lavta.org](mailto:frontdesk@lavta.org)*