

MEETING: SPECIAL MEETING OF THE COTA BOARD OF TRUSTEES

DATE: TUESDAY, JUNE 4, 2019

TIME: 9:00 AM

LOCATION: W. G. PORTER BOARDROOM, 33 NORTH HIGH STREET

MEETING MINUTES

1. CALL TO ORDER

Chair Bartley called the meeting to order at 9:04 AM

2. ROLL CALL

Board Members Present

Trudy Bartley, Chair
Craig Treneff, Vice Chair
Jean Carter Ryan
Cathy DeRosa
Marlon Moore
Thomas Grote
Timothy Skinner

Board Members Absent

Amy Landino
Gina Ormond
Michael Stevens

3. DISCUSSION OF COTA'S MISSION AND VISION

Pete McGinty reviewed what was done at the last meeting. Discussed the what and the how of the work of COTA, but the focus was around the why. Discussion focused on the two statements that Trustee DeRosa put forward.

Trustee DeRosa asked Pete McGinty why the every day, every ride matters did not qualify as a vision. Chair Bartley suggested tweaking what Trustee Grote suggested. Trustee DeRosa emphasized the importance of 'every'. Trustee Marlon is asked this group about what we want to be. Trustee Marlon suggested "to be the best organization in central Ohio" Trustee Grote loves "to move every life forward". Believes the word "every" is inclusive. Loves the word "life" as it is powerful. Loves "forward" because it is abstract and it is a step in the right direction. Believes that we should test the COTA workforce to see if that resonate. Trustee Skinner made the comment that our workforce echoes our community. If the COTA workforce embraces it, then the community will.

To move every life forward.

Trustee DeRosa said that we can add qualifiers in talking points – every ride, every day, every community, etc. Chair Bartley asked if the community will see this as a tagline.

Sarah Lee, Essentia Group, believes that this would be easily interwoven into the strategic plan and could see the COTA Team buy into this vision statement. Believes it will resonate well.

Pete McGinty said that framing will be very important on how we message this to the rest of the COTA staff. Vice Chair Treneff asked about next steps. Chair Bartley suggested that Pete McGinty writes up a draft statement. Trudy will send it out to everyone. Jean Carter Ryan suggested that the board formally adopts the vision as a resolution. Chair Bartley does not want this to appear as a mandate, but is in support of a final resolution adopting the strategic plan that includes the vision statement.

Trustee Grote just wants to make sure that the team is agreement, as well as Joanna. It is not enough for the board to agree to something. Chair Bartley would like to have a conversation with Joanna and Vice Chair Treneff on next steps moving forward.

4. **ADJOURNMENT**

Trustee Grote motioned to adjourn the meeting. Trustee Carter Ryan seconded the motion. The special meeting adjourned at 9:40 AM.

Adopted: June 26, 2019

Signed: C.P. Treneff

Chair, Board of Trustees

Attest: Emill L. Gillman

President/CEO