Humboldt Transit Authority
Governing Board of Directors
AGENDA
Regular Meeting – September 16, 2009
HTA Conference Room – 133 V Street Eureka
9:00 a.m.
1. Call meeting to order Page
1. Approval of minutes
   A. Minutes from the August 19, 2009 regular board
meeting. 1.
Action Necessary: Make corrections, if necessary. Approve minutes.
1. Citizens Communications
   A. Members of the community are invited to comment on items
or transit issues not on the agenda.
1. Consent Agenda
   A. Financial statement and performance reports. 3.
This item covers the operating statements and performance
reports for Redwood Transit System, Eureka Transit Service,
Willow Creek Extension, Quail, Arcata Dial-a-Ride and the AMRTS
Maintenance Contract.
1. Discussion Agenda –
Items Requiring Action by the HTA Board
1. Marketing for Transit 32.
The board will discuss marketing in the transit industry and
how it may affect ridership on the Humboldt County bus
systems.
Action Necessary: Review, discuss and direct staff on how to proceed.
1. Transit Oriented Development 74.
During the board’s regular July 2009 meeting it was requested
that this item be placed on the agenda. The purpose of this item
is to formulate a formal request from the HTA board of directors to
the board of supervisors that Transit Oriented Development
be included in the county’s general plan.
Action Necessary: Review letter included in the agenda packet,
discuss the matter further and direct staff on how to proceed.
1. Southern Humboldt Rural Transit System
The board members requested that this become a regular
item on the agenda while the new Southern Humboldt Transit
System is being developed.
Action Necessary: Receive an update on the status of the
development of new routes and schedules for the Southern
Humboldt area. Board and public input will be received
and incorporated by staff.

VI. Informational Items
This item will afford board members the opportunity to share any relevant informational items that have come to their attention since the last regular board meeting.

VII. Administrative Items
This item will afford staff the opportunity to relate any relevant administrative activities to the board which have taken place or come to staff’s attention since the last regular board meeting.

VIII. Adjournment

IX. Workshop. 10:30 a.m. – noon (time is approximate)
Staff will hold a workshop for all members wishing to remain in attendance after the conclusion of the regular September board meeting. The purpose of this workshop is to have meaningful discussion on the inner workings of the HTA organization. No formal action will be taken during the workshop nor will a quorum of the board members be necessary.