

**Connect Transit Board of Trustees**  
**January 19, 2024, 8:30 a.m. – 4:30 p.m.**  
**351 Wylie Drive, Normal, IL 61761 – Board Room**  
**Strategic Plan Workshop Minutes – Approved at 2/27/24 Meeting**

Chairman Ryan Whitehouse called the meeting to order at 8:47 a.m.  
Board Clerk, Janice Crago, recorded attendance via roll call.

**Trustees Present:** Trustee Judy Buchanan  
Trustee Linda Foster (left at 10:30, returned at 12:50)  
Vice Chair Julie Hile  
Secretary Tim McCue  
Trustee Mandava Rao  
Trustee Barbara Singer  
Chairman Ryan Whitehouse

**Trustees Absent:** None

**City Managers Present:** City Manager Pam Reese

**City Managers Absent:** City Manager Tim Gleason

**Guest(s) Present:** Kristen Joyner, Facilitator

**PUBLIC COMMENT:**

None

Chairman Whitehouse opened the meeting by welcoming everyone and thanking them for attending. He then introduced Kristen Joyner, workshop facilitator, who took over the meeting.

**Meeting Agenda:**

- Ground Rules: Nine Rules for Engagement
- Begin with the End in Mind: Objective for this Strategic Planning Retreat
- Conduct a practical, respectful strategic planning session to
  - Finalize and codify the informed list of goals and action items from previous sessions into a guiding document for Connect Transit staff.
  - Use a process that includes a critical review by board members to assess which projects are of the highest importance with the highest payoff.
  - Produce a final document that includes a consideration of benefit, cost (social & opportunity) and cohesiveness for each Goal.
  - Produce a final document that considers Key Performance Indicators (KPI's) at a high level and allows the General Manager to drill down for departmental KPI's.
  - Produce a final document that includes a timeline for movement of key ideas and goals.
- Review Strategic Actions document
  - Discussion
  - Poll Everywhere: Rank Survey
  - Additional input
- Review pre-work questions and answers

- What do you think the community believes about the Connect Transit service?
- What has been done to make the community believe Connect Transit is a vital service?
  - Who is responsible for this messaging?
  - What can you as a Board member do to improve the community's belief about the transit system?
  - How can staff support the Board's efforts to be more engaged in messaging?
- Board Bios
- Review the Board survey results
- Find consensus on the ideas that:
  - Have high interest
  - Have high payoff
  - Easier to implement

**Chairman Whitehouse called for a motion to break for lunch at 11:43 a.m.**

Secretary McCue motioned; seconded by Trustee Singer.

**Motion to break for lunch was unanimous.**

**Meeting Agenda Continued:**

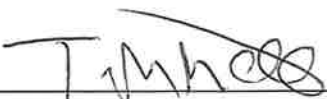
- Chairman Whitehouse called the workshop back to order at 12:30 p.m., all Trustees still present.
- Consider benefit, cost, and cohesiveness of as they relate to all four over-arching goals.
- What are the KPI's that can be identified for each of the four over-arching goals?
- What is the reasonable timeline for meeting the four over-arching goals? What about the reaching the key Actions for each goal?
- Timeline to complete the Strategic Planning Document.
  - Deadline to codify
  - Note: Draft budget in February and final budget in March
- Next Steps

**ADJOURNMENT:**

**Chairman Whitehouse called for a Motion to Adjourn.**

Trustee Foster motioned; seconded by Secretary McCue.

Meeting adjourned by consensus at 3:42 p.m.

  
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 Trustee Tim McCue, Board Secretary

  
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 Janice Crago, Board Clerk

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