



Selkirks - Pend Oreille Transit Authority

31656 HWY 200, Box 8 Ponderay, ID 83852 (mailing address)

31656 HWY 200, Suite 102 Ponderay, ID 83852 (physical address)

208-263-3774

Public Notice of *Regular Board* Meeting

11:00 am, Thursday, July 17, 2025

SPOT Office, 31656 Hwy 200, Suite 102, Ponderay, ID

Zoom Meeting ID: 812 2523 0356

Passcode: 048119

Agenda

1. Call to Order and Roll Call
2. Public comment period for items not on the agenda (including questions from the press)
3. Approval of Minutes
 - a. Action Item: Approve Minutes of the June 19, 2025.
4. Financial Reports
 - a. Action Item: Accept Financial Reports for June 2025
 - b. Action Item: Approve Payment of Prepaid Bills and Outstanding Bills
5. Staff Reports
 - a. Ridership
 - b. Operations
6. Committee Reports
 - a. Boundary County Service Development Committee
 - b. Finance Committee
 - c. Safety Advisory Committee
7. Action and Discussion Items:
 - a. Executive Session pursuant to Idaho Code 74-206 (1)(a) & (b) to consider the evaluation, dismissal or disciplining of or to hear complaints or charges brought against a public officer, employee, staff member or individual agent.
 - b. Action/Discussion/Consideration Item: SPOT Bus Personnel Policy and job descriptions
 - c. Action/Discussion/Consideration Item: Social Media Marketing Proposal
 - d. Action/Discussion Item: Waiver of Conflict, Lake City Law Group, PLLC
 - e. Action/Consideration/Discussion Item: Additional options for advertising on buses
 - f. Action/Discussion/Consideration Item: Greater Sandpoint Chamber of Commerce Membership
 - g. Action/Discussion/Consideration Item: 2025-2026 budget information
 - h. Action/Discussion/Consideration Item: Bonner County service and routing options
 - i. Action/Discussion Item: Financial considerations
8. Comments from the Chair and Board Members
9. Adjournment

Note: Public information on agenda items is available from the SPOT office at 31656 Highway 200 Suite 102, Ponderay, ID or call (208) 263-3774. Any person needing special accommodation at the above noticed meeting should contact SPOT three days prior to the meeting at (208) 263-3774.

**MEETING MINUTES
SPOT**



**SELKIRK PEND OREILLE TRANSIT
June 19, 2025**

Nancy Lewis CALLED THE MEETING TO ORDER AT 11:00 A.M.

PRESENT: Clif Warren, Colleen Culwell, Donna Griffin, Gary Kunzeman, Justin Dick, Lester Pinkerton, Nancy Lewis, Ron Smith, Zale Palmer.

Public Comment Period: No comments.

MINUTES: Approve minutes of the May 15, 2025 regular meeting as submitted.

Motion to approve the minutes of the May 15, 2025 regular meeting as submitted. Lester Pinkerton/Justin Dick. All in favor. Approved

FINANCIAL REPORTS:

Accept May 2025 financial reports and approve payment of prepaid bills and outstanding bills amended to include \$9,080.37 bill from Sportworks.

Motion to accept May 2025 financial reports and to approve payment of prepaid bills and outstanding bills including \$9,080.37 bill from Sportworks. Zale Palmer/ Ron Smith. All in favor. Approved

STAFF REPORTS:

Ridership: Donna Griffin reported Boundary County ridership for May was the highest in a month from inception.

Operations: Donna Griffin reported service route for Wine Fest will need to be rerouted due to the detour around culvert failure on North Boyer. Lake City lawyer may need a non-compete agreement since they represent both SPOT and the City of Sandpoint.

COMMITTEE REPORTS:

- A. Boundary County Service Development Committee:** Ron reported they have a good committee. The Moyie representative is very active. Need to get the word out about service opportunities in Naples on days the bus comes to Sandpoint. We are getting more requests for local public events.
- B. Finance Committee:** Zale reported the financial reports were reviewed and we are currently under budget year-to-date. The first advertising invoice was issued to AAA. There were \$11,000 repairs to a mountain bus, but still under budget for fiscal year. Final audit bill was also received in May. Slides for the presentation to the City of Sandpoint were reviewed. Discussed the possibility of opening an account at a different bank in order to obtain higher CD rates than those offered by Mountain West Bank.

- C. **Safety Advisory Committee:** Wendy reported bus 225 has been repaired – the \$22,000 of damages paid by the driver that ran into the bus. Bus #117 was backed into by an unknown driver while it was parked in Bonners Ferry. Bus 33 is awaiting parts. Drivers are being very good about notifying the office about safety and route concerns. The City of Ponderay is talking about having SPOT not use Kootenai Cutoff on the route.

ACTION & DISCUSSION ITEMS:

- A. **Motion to enter into Executive Session pursuant to Idaho Code 74-206 (1)(a) and (b) to consider the evaluation, dismissal, or disciplining of or to hear complaints or charges brought against a public officer, employee, staff member or individual agent. Justin Dick/ Lester Pinkerton. All in favor. Approved.**
No action taken during executive session.
- B. **Action Item: SPOT Bus Personnel Policy and job descriptions.**
Motion to create a committee to update SPOT's personnel policy and job description as needed. Justin Dick/ Zale Palmer. All in favor. Approved.
- C. **Action Item: Bonner County Rodeo request.** A request has been submitted to provide shuttle service for August 1st and 2nd between the fairgrounds and the Hive for after rodeo dances. This should only require use of one bus. These nights are also during the Festival at Sandpoint. However, we should be able to make this work since the timing is while the buses are usually sitting idle at the Festival.
Motion to start a seasonal public route on August 1st and 2nd, 2025 between the fairgrounds and the Hive. Clif Warren/ Justin Dick. All in favor. Approved.
- D. **Action Item: Helen Newton Memorial Shelter BGH Poplar and 3rd.** A request has been received for a memorial for Helen Newton. They propose to raise funds for at least a bench and maybe a shelter at Bonner General Hospital around Poplar and 3rd. Might need to relocate existing stop to a better location. Justin suggested we need to track memorials in case they need to be moved or repaired. SPOT is interested in the project. Justin Dick will contact the requestor to discuss how to proceed.
Tabled – no action taken.
- E. **Action Item: 2025-2026 Budget Information.** JPA members are asking for the amounts of their proposed matches for budgeting purposes. Lester would like to see a history of past match amounts. **No action taken.**
- F. **Action Item: Bonner County Service and routing options.** The City of Sandpoint council meeting was cancelled due to lack of quorum. **No action taken.**
- G. **Action Item: Financial considerations.** Advertising program is rolling. We need to get the word out.

Comments from the Chair and Board Members – The CAL bench donation/memorial is awaiting location. They are requesting a high visibility location that may not be moved. This is on hold due to possible route changes in Sandpoint.

Meeting adjourned 12:31 p.m.

Selkirks-Pend Oreille Transit Authority
Summarized Balance Sheet
As of June 30, 2025

ASSETS	Bonner County	Boundary County	Total
Current Assets			
Checking/Savings	296,765.72	31,769.70	328,535.42
Accounts Receivable	4,122.00	837.00	4,959.00
Grant Funds Receivable	176,380.00	10,814.00	187,194.00
Total Other Current Assets	58,848.72	3,390.28	62,239.00
Total Current Assets	536,116.44	46,810.98	582,927.42
Total Fixed Assets	1,582,432.81	72,702.87	1,655,135.68
TOTAL ASSETS	2,118,549.25	119,513.85	2,238,063.10
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities	44,384.54	2,020.09	46,404.63
Equity	2,074,164.71	117,493.76	2,191,658.47
TOTAL LIABILITIES & EQUITY	2,118,549.25	119,513.85	2,238,063.10

07:16 AM
07/11/25
Accrual Basis

Selkirks-Pend Oreille Transit Authority
Summary Profit & Loss Budget vs. Actual
June 2025

	Bonner County		Boundary County		Mountain Route		Total	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget
Total Income	51,528.00	66,475.08	3,283.00	3,433.62	4,392.00	437.19	59,203.00	70,345.89
Expenses:								
Administration	15,498.17	14,181.95	737.46	1,100.97	19.58	546.49	16,255.21	15,829.41
Operations	36,694.57	41,898.41	3,225.68	3,119.01	0.00	0.00	39,920.25	45,017.42
Preventative Maintenance	4,664.50	7,270.37	0.00	404.49	4,722.88	0.00	9,387.38	7,674.86
Total Expenses	56,857.24	63,350.73	3,963.14	4,624.47	4,742.46	546.49	65,562.84	68,521.69
Net Ordinary Income	-5,329.24	3,124.35	-680.14	-1,190.85	-350.46	-109.30	-6,359.84	1,824.20
Other Income/Expense	-5,358.32	-17,998.66	-23.57	0.00	0.00	0.00	-5,381.89	-17,998.66
Net Income	-10,687.56	-14,874.31	-703.71	-1,190.85	-350.46	-109.30	-11,741.73	-16,174.46

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Selkirks-Pend Oreille Transit Authority
Summary Profit & Loss Budget vs. Actual
October 2024-June 2025

0.00 (0.00)

Selkirks-Pend Oreille Transit Authority
Paid Bills Detail
As of July 4, 2025

	Type	Date	Num	Open Balance
Brown's Northside Machine & Gear, Inc.				
	Bill	06/16/2025	W 51499	552.90
	Bill	06/25/2025	W 51381	4,705.12
	Bill	06/27/2025	W 51575	340.90
Total Brown's Northside Machine & Gear, Inc.				5,598.92
Coleman Oil				
	Bill	06/15/2025	CP-0264161	1,632.89
	Bill	06/22/2025	CP-0265889	1,846.02
	Bill	06/29/2025	CP-0266785	1,617.83
	Bill	06/30/2025	CP-0272406	159.83
Total Coleman Oil				5,256.57
Goldenwest Mobility				
	Bill	06/20/2025	26737	576.59
Total Goldenwest Mobility				576.59
III-A Trust				
	Bill	06/20/2025	1336	2,222.00
Total III-A Trust				2,222.00
KG&T Septic, Inc.				
	Bill	06/23/2025	53055	145.00
Total KG&T Septic, Inc.				145.00
Mike White Ford of CDA				
	Bill	06/30/2025	47367	58.87
Total Mike White Ford of CDA				58.87
Pressure Clean Services, Inc.				
	Bill	06/23/2025	18644	160.00
	Bill	06/30/2025	18659	160.00
Total Pressure Clean Services, Inc.				320.00
Spokane Testing Solutions				
	Bill	06/29/2025	19102	120.00
Total Spokane Testing Solutions				120.00
Ziplay Fiber				
	Bill	06/22/2025		322.96
Total Ziplay Fiber				322.96
Ziplay Fiber - BF				
	Bill	06/13/2025		39.08
Total Ziplay Fiber - BF				39.08
TOTAL				14,659.99

Selkirks-Pend Oreille Transit Authority
Paid Bills Detail
As of July 11, 2025

	Type	Date	Num	Open Balance
Bonner County Daily Bee				
	Bill	06/27/2025		26.17
Total Bonner County Daily Bee				26.17
Brown's Northside Machine & Gear, Inc.				
	Bill	07/10/2025	W 51421	5,184.46
Total Brown's Northside Machine & Gear, Inc.				5,184.46
Coleman Oil				
	Bill	07/06/2025	CP-0275062	1,670.07
Total Coleman Oil				1,670.07
First Bankcard				
	Bill	06/27/2025		539.63
Total First Bankcard				539.63
Mountain Ledgers				
	Bill	06/30/2025	8305	812.50
Total Mountain Ledgers				812.50
Pressure Clean Services, Inc.				
	Bill	07/03/2025	18683	170.00
Total Pressure Clean Services, Inc.				170.00
TOTAL				8,402.83

9:56 AM

07/11/25

Selkirks-Pend Oreille Transit Authority
Unpaid Bills Detail
As of July 11, 2025

Type	Date	Num	Open Balance
AT&T Mobility			
Bill	06/23/2025	07012025	363.36
Total AT&T Mobility			363.36
Eagle Drug and Alcohol Testing LLC			
Bill	06/11/2025	1011357	80.00
Total Eagle Drug and Alcohol Testing LLC			80.00
Keokee			
Bill	07/01/2025	67722	540.00
Total Keokee			540.00
Northern Lakes Chiropractic Clinic PC			
Bill	07/07/2025	520	175.00
Total Northern Lakes Chiropractic Clinic PC			175.00
Sears Fire Extinguisher Service, LLC			
Bill	05/30/2025	7442	229.00
Total Sears Fire Extinguisher Service, LLC			229.00
SHL CPAs PLLC (Alpine Summit CPAs)			
Bill	06/30/2025	14256	2,071.25
Total SHL CPAs PLLC (Alpine Summit CPAs)			2,071.25
SMS Automotive & Marine Inc			
Bill	06/30/2025	3524	358.31
Total SMS Automotive & Marine Inc			358.31
TOTAL			3,816.92



SELKIRKS PEND OREILLE TRA
DONNA M GRIFFIN
Account number ending in 2396
For billing cycle ending 06/27/2025

New Balance	Minimum Payment	Payment Due
\$539.63	\$35.00	07/25/2025

Your Account Summary

Previous Balance	\$340.56
Payments	-\$340.56
Other Credits	\$0.00
Purchases	\$539.63
Balance Transfers	\$0.00
Cash Advances	\$0.00
Fees Charged	\$0.00
Interest Charged	\$0.00
New Balance	\$539.63
Statement Closing Date	06/27/25
Days in Billing Cycle	30
Total Credit Limit	\$10,000.00
Available Credit	\$9,460.00
Cash Limit	\$2,000.00
Available Cash	\$2,000.00

Your Payment Information

New Balance	\$539.63
Minimum Payment Due	\$35.00
Past Due Amount	\$0.00
Payment Due Date	07/25/2025

Manage your business expenses with convenient online access.



- Make secure online payments
- Access current and historical statements, up to 7 years old
- Monitor monthly expenses

Log in today to explore all the online possibilities!

Issued by First National Bank of Omaha (FNBO®).

Please read entire statement for additional important information about your account.



Account Number XXXX-XXXX-XXXX-2396

New Balance	Minimum Payment	Payment Due
\$539.63	\$35.00	07/25/2025

Amount Enclosed:

\$

Make checks payable to FNBO or pay online at
card.fnbo.com.

SELKIRKS PEND OREILLE TRA
DONNA M GRIFFIN
31656 HIGHWAY 200
BOX 8
PONDERAY, ID 83852-0008

FNBO
P.O. Box 2818
Omaha, NE 68103-2818

☐ **Change of Address?** If yes, please complete
the reverse side of the form.

4988656260672396 0000000003500 0000000053963

Payment Requirements: Payments must be (1) accompanied by the bottom portion of the first page of this billing statement, (2) received no later than 5:00 p.m. (Central Time) on the Payment Due Date at the location we have specified for receipt of your payment, (3) made only by one check or money order with the account number listed thereon if your payment is made by mail, (4) made in U.S. Dollars, and (5) sent in the enclosed envelope to the P.O. Box specified on the top of the front of this statement. If we accept a payment that does not comply with these requirements, there may be a delay in crediting your account, which may result in additional interest and fees. If your payment is returned unpaid by your bank for insufficient funds, we may re-present your check electronically. If you want to make a single payment on multiple accounts, please contact Commercial Card Customer Service for specific instructions.

Credit Limits: Only the "Cash Limit" portion of your Credit Limit is available for cash advances. "Available Credit" or "Available Cash" refers to the part of your Credit Limit or Cash Limit that was available as of this billing statement's closing date and may not reflect overlimit or credit balance amounts. We may raise or lower your Credit Limit and/or Cash Limit at any time and may restrict the amount that is available for Balance Transfers. After we credit a payment to your account, there may be a delay before it operates to restore your Available Credit or Available Cash. There may be a delay in restoring your Available Credit until we determine a payment is unlikely to be returned for insufficient funds or for some other reason. If an individual Credit Limit has not been established for an account by the Company, its authorized representative or the account owner, the Credit Limit disclosed on statements for any such account may disclose an amount up to the Credit Limit of the Company's account (which may not accurately reflect the actual Credit Limit available for the Company's account).

Errors, Questions and Charges Not Recognized:

- Merchants may bill under different names and/or locations. If possible, verify the dollar amount to a sales receipt.
- When returning merchandise through the mail, always request a returned receipt.
- Be sure to obtain a cancellation number when canceling lodging/reservations.
- Regarding problems with goods or services, first attempt to resolve with the merchant.

Liability for Unauthorized Use: If you notice the loss or theft of your credit card or a possible unauthorized use of your card, you should write to us immediately at P.O. Box 2090 Omaha, NE 68103-0890 or the facsimile number 402-602-6098 or call us at 1-800-688-7070. If we issue less than ten cards: (1) You will not be liable for any unauthorized use that occurs after you notify us; (2) You may, however, be liable for unauthorized use that occurs before your notice to us; and (3) In any case, your liability will not exceed \$50. If we issue ten or more cards, the Company, its authorized representative and/or the account owner shall be liable for any and all unauthorized use thereof.

Information Provided to Credit Bureaus: Information about your account is periodically provided to one or more credit bureaus. Late payments, missed payments, or other defaults on your account may be reflected in your credit report. If you think any information regarding you or your account is inaccurate, write to us on a separate sheet at P.O. Box 3412, Omaha, NE 68103-0412.

SMBUS/ES/COM

To ensure accuracy, please print clearly using uppercase letters and numbers only.
Please do not use red ink, a gel pen or pencil.

Cardholders can change their address and add contact information online.

Change of Address, Phone or Email

Address _____	Home Phone _____
Apt/Building # _____	Work Phone _____
City _____	Cell Phone _____
State, ZIP _____	Email Address _____

If you have a Credit Card for business purposes, and are requesting an address change, we may request additional information.



SELKIRKS PEND OREILLE TRA
DONNA M GRIFFIN
Account number ending in 2306
Transactions for billing cycle ending 06/27/25

CURRENT POINT BALANCE

67,492

You earn 5 points per \$1 spent on qualifying Business Expense up to \$15,000 during a period of 12 billing cycles. After \$15,000, earn 1 point per \$1 spent. 3 points per \$1 spent on qualifying Gas and Dining Purchases up to \$25,000 during a period of 12 billing cycles. After \$25,000, earn 1 point per \$1 spent, and 1 point per \$2 spent on other purchases.

Point activity summary for the period covered by this statement:

385 Regular points earned this month
759 Business Expense points earned this month
0 Gas and Dining points earned this month
0 Bonus points earned this month
1,147 Total points earned this month
0 Points redeemed this month
67,492 Current point balance

Points that will be expiring on your next statement closing date: 0

Keep using your card to increase your rewards total. The more you purchase, the more rewards you earn!

Review your Reward Terms and Conditions for details including earning, redemption, expiration, or forfeiture.

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TRANSACTION DETAIL

Transactions

Trans Date	Post Date	Reference Number	Transaction Description	Credits (CR) and Debits
06-01	06-02	24692165152106840001304 2	GOOGLE *GSUITE_spotbus cc@google.com CA	\$28.80
06-06	06-09	24692165158102653083513 2	HP *INSTANT INK 855-785-2777 CA	\$105.99
06-10	06-11	24733095162063579063351	ID TRANSDEPT 2083320102 BOISE ID	\$23.57
06-13	06-16	24011345164100114461201 2	ZOOM.COM 888-799-9666 ZOOM.US CA	\$16.99
06-16	06-16	74418005167027555060377	PAYMENT - THANK YOU	\$340.56 CR
06-17	06-18	24427335168740274703804	YOKE'S FRESH MARKET SANDPOINT ID	\$18.32
06-17	06-18	24204295168001930934068 7	eBay O*19-13202-62596 San Jose CA	\$225.24
06-23	06-24	24226385175011196404916	WAL-MART #2485 PONDERAY ID	\$120.72

Fees Charged

Total Fees for this period

\$0.00

Interest Charged

Interest Charge on Purchases

\$0.00

Interest Charge on Cash Advances

\$0.00

Interest Charge on Balance Transfers

\$0.00

Total Interest for this Period

\$0.00

Charge Summary Your Annual Percentage Rate (APR) is the annual interest rate on your account (v) Variable rate (f) Fixed rate

	Annual Percentage Rate (APR)	Special Offer or Eligible Purchases APR Expiration Date	Balance Subject to Interest Rate	Days Rate Used	Interest Charge
Purchases	24.24% (v)	NA	\$444.05	30	\$0.00
Cash Advance	29.49% (v)	NA	\$0.00	30	\$0.00

2025 Total Year-to-Date

Total Fees Charged in 2025	\$0.00
Total Interest Charged in 2025	\$0.00

Contact Information

Contact us online card.fnbo.com	Talk To Us 800-819-4249 We accept calls made through relay services (dial 711)	Mail Payments To FNB/C P.O. Box 2818 Omaha, NE 68103-2818
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Selkirks - Pend Oreille Transit Authority
31656 HWY 200, Box 8 Ponderay, ID 83852 (mailing address)
31656 HWY 200, Suite 102 Ponderay, ID 83852 (physical address)
208-263-3774

SPOT Agenda Item Summaries

Meeting Date: July 17, 2025
Agenda Item: 7b.
From: Justin Dick
Topic: SPOT Personnel Policy and job descriptions
Background: Discuss and determine the next steps for the personnel policy and job descriptions.

Meeting Date: July 17, 2025
Agenda Item: 7c.
From: Donna Griffin
Topic: Social Media Marketing Proposal
Background: Consider, provide feedback and approve Social Media Marketing Proposal. Please see the proposal attached from Keokee who maintains the SPOT Bus website.

Meeting Date: July 17, 2025
Agenda Item: 7d.
From: Donna Griffin
Topic: Waiver of Conflict Lake City Law Group, PLLC
Background: Approval of Waiver of Conflict re: Engagement of Lake City Law Group, PLLC, for Legal Service because Lake City Law Group, PLLC represents both the City of Sandpoint and Selkirks-Pend Oreille Transit (SPOT) as general counsel. Please see the letter attached. Request from Lake City Law that the Selkirks-Pend Oreille Transit Authority Board vote to authorize the SPOT Board Chair to sign the attached letter which constitutes an informed consent and waiver of any current and potential conflicts regarding Lake City Law's requested engagement.

Meeting Date:	July 17, 2025
Agenda Item:	7e.
From:	Donna Griffin
Topic:	Additional options for advertising on buses
Background:	Approve adding a total bus wrap option and a street side option to those who want to advertise on a bus. Approve a 10% discount for a one-year campaign. Approve a 15% discount for a 1.5 year plus campaign.
Meeting Date:	July 17, 2025
Agenda Item:	7f.
From:	Donna Griffin
Topic:	Greater Sandpoint Chamber of Commerce Membership
Background:	Consider and approve SPOT Bus becoming a member of the Greater Sandpoint Chamber of Commerce Membership. Rate = \$175 Annually for Non profit/Govt. Official
Meeting Date:	July 17, 2025
Agenda Item:	7g.
From:	Donna Griffin
Topic:	2025-2026 Budget information
Background:	2025/2026 Budget information. Consider budget information, discuss options. Letters of request.
Meeting Date:	July 17, 2025
Agenda Item:	7h.
From:	Wendy Trumble and Donna Griffin
Topic:	Bonner County service and routing options
Background:	Discuss information and options about routing configurations.
Meeting Date:	July 17, 2025
Agenda Item:	7i.
From:	Donna Griffin
Topic:	Financial considerations
Background:	Discuss financial considerations.

Boundary County SPOT Bus Ridership June 2025

DATE	MON	TUE	WED	Bonner County THURS	w/ Moyie FRI	TOTAL
6/1/2025	0	11	10	32	22	75
6/8/2025	0	23	8	30	26	87
6/15/2025	0	13	6	32	13	64
6/22/2025	0	16	4	18	24	62
6/29/2025	0	0	0	0	0	0

June Total	0	63	28	112	85	288
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Boundary County to Ponderay & Sandpoint	= 112
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Local (63+28+85)	= 176
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Total	= 288
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DATE	Sunset	Rest	County	Moyie	Tues, Wed, Fri, Seniors	Thursday Bonner County Seniors	Senior Totals
6/1/2025	0	0	9	6	42	31	73
6/8/2025	0	0	10	7	57	30	87
6/15/2025	0	0	16	11	27	32	59
6/22/2025	0	0	4	8	42	18	60
6/29/2025	0	0	0	0	0	0	0

June Total	0	0	39	32	168	111	279
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SPOT Ridership

2025	Bonner Co. Fixed	Bonner Co. Paratransit	Boundary Co. Demand	Mountain Route	Total
25-Jan	5,087	629	223	23,735	29,674
25-Feb	4,315	575	188	22,091	27,169
25-March	4,716	568	222	15,863	21,369
25-April	4,035	616	310	4,039	9,000
25-May	4,226	575	335	0	5,136
25-June	4,153	677	288	0	5,118

2024	Bonner Co. Fixed	Bonner Co. Paratransit	Boundary Co. Demand	Mountain Route	Total
24-Jan	6,304	474	153	20,659	27,590
24-Feb	6,378	569	170	20,925	28,042
24-March	5,961	580	232	15,169	21,942
24-April	4,657	667	200	3,807	9,331
24-May	4,454	621	237	0	5,312
24-June	4,014	668	198	0	4,880
24-July	5,851	587	191	338	6,967
24-August	6,548	604	218	560	7,930
24-Sept	4,198	606	191	1,428	6,423
24-Oct	4,216	708	200	0	5,124
24-Nov	3,983	559	153	5,068	9,763
24-Dec	4,580	484	162	24,384	29,610
2024 Total	61,144	7,127	2,305	92,338	162,914

2023	Fixed	Para	Bonnors Ferry	Mountain Route	Total
23-Jan	4672	563	230	22489	27954
23-Feb	4200	509	204	19502	24415
23-March	4835	600	261	19601	25297
23 April	4197	477	152	4612	9438
23 May	4489	548	139	0	5176
23 June	4199	565	190	0	4,954
23 July	5986	489	129	628	7232
23 August	6820	536	216	0	7572
23 September	4231	547	149	2810	7737
23 October	4185	511	152	0	4848
23 November	4079	565	145	1214	6003
23 December	5558	434	137	15,078	21207
2023 TOTAL	57,451	6,344	2,104	85,934	151,833

2022	Fixed	Para	Bonnors Ferry	Mountain Route	Total
22-Jan	3986	365	136	20650	25137
22-Feb	3795	447	187	16777	21206
22-Mar	4399	538	277	12794	18008
22-Apr	3639	482	189	3470	7780
22-May	3752	467	191		4410
22-Jun	3827	588	185		4600
22-Jul	4417	480	202	494	5593
22-Aug	5132	596	217		5945
22-Sep	3888	545	223	2419	7075
22-Oct	4027	509	179		4715



Keokee | media + marketing
405 Church Street
Sandpoint, ID 83864
208.263.3573
www.keokee.com • inbox@keokee.com

July 3, 2025

Proposal | Social Media campaign

Selkirk-Pend Oreille Transit

We propose a two-month social media campaign to commence July 20 through September 15. Along with the goals given below, during the course of this campaign we will also focus on creating a stock of photos and video that may be used subsequent to the term of this campaign by SPOT staff or volunteers who will be trained to take over posting to the social media channels.

Our goal is to create a strong social presence that supports the following business objectives:

- Increase ridership on the SPOT bus.
- Expand awareness of SPOT bus among potential riders, community members and current/potential stakeholders and business that are candidates for advertising on SPOT buses.
- Establish and help launch a campaign to encourage monetary donations from community members who want to support, and will donate to, SPOT's local, free public transit mission.
- Develop messaging specific to distinct target markets of potential riders, including youth, seniors, commuters, special needs and general public.
- Additionally develop messaging in support of each of the Blue and Green routes as well as the Boundary County service.
- Increase overall social media reach of SPOT on Facebook, Instagram and TikTok.
- Improve/Increase website traffic to <spotbus.org>.
- Drive engagement with SPOT on social media and website.
- Maximize impact from the marketing spend.

Facebook/Instagram/TikTok @ 2-3 posts per week:

Facebook & Instagram & TikTok: Minimally 2-3 posts per week shared on the three platforms.

- We'll develop the content to create 2-3 or more organic Facebook posts with original content we create, and/or shared applicable posts from Facebook pages among other segments of the community (* see note below). We'll create a content calendar that we will

develop with SPOT personnel for original posts. We will set up organic posts to auto-post at scheduled times, and will repurpose content from Facebook to Instagram and X. We will target different audiences defined by geography and demographics, to reach the different market segments described above.

- Initial campaign set up includes establishing and optimizing each of the three social media platforms, planning and creating of the initial content calendar for posting.
- One goal of the project is to create an archive of content that may be used in the future, subsequent to the campaign. This will include photos in the field; social-ready video interviews with bus drivers, riders, stakeholders; development of topics for future posts subsequent to the campaign.
- We'll provide three reports with major metrics for campaign performance: Two reports while the campaign is in progress to allow for adjustments in strategy, on the approximate dates of August 1 and August 22; and a final report with metrics for the entire campaign on September 20. The baseline data will allow evaluation of the campaign effectiveness via each channel and help guide future social outreach.
- We'll establish logins for administrative access in each of the three social platforms, and conduct a training with SPOT bus personnel to post independently subsequent to this campaign.

Campaign set up: 6 hours @ \$110 = \$660.00 minus 10% = One-time fee \$594.00

Weekly content and posting: 5 hours = \$550.00 minus 10% = \$495 per week x 8 = \$3960.00

Campaign reporting and training: 4 hours = \$440 minus 10% = \$396.00

TOTAL FEE FOR EIGHT-WEEK CAMPAIGN: \$4,950.00

*Not all posts should be on SPOT's proprietary pages; effective social media outreach includes posting and engaging with other community pages to intersect with residents other than those who may already follow the SPOT page. On Facebook, it will raise awareness about SPOT to make posts on public groups, including for instance Sandpoint Local Forum (16k members); Sandpoint Business & Entrepreneurship p(2.9k members); Rosebud (2.4k members) Sandpoint Area News & Events (10.4k members); Sandpoint Facebook Yardsale (19k members); Bonners Ferry Events (2.2k members); Bonners Ferry Buy and Sell (3.3k members) Bonners Ferry Classifieds (13k members).

###

This concludes our proposal for Social Media Services. We're happy to answer questions or provide any additional options or fashion our services as needed. Thank you!



435 W. Hanley Ave., Ste. 101
Coeur d'Alene, ID 83815
Tel: (208) 664-8115 | Fax: (208) 664-6338

Zachary W. Jones
zjones@lclattorneys.com

July 2, 2025

Sent via email to: dgriffin@spotbus.org and jgrimm@sandpointidaho.gov

Donna Griffin
Selkirks-Pend Oreille Transit (SPOT)

Jeremy Grimm
City of Sandpoint

*Re: Waiver of Conflict re Engagement of Lake City Law Group PLLC
For Legal Services*

Dear Donna and Jeremy:

The purpose of this letter is to constitute an informed consent and waiver of any current and potential conflicts regarding this firm's requested engagement. If you have any questions or concerns regarding this, please do not hesitate to contact me or feel free to consult with independent counsel of your choice.

This firm represents both the City of Sandpoint ("the City") and Selkirks-Pend Oreille Transit (SPOT) as general counsel.

As previously advised to the City and SPOT, certain events may create a potential conflict of interest between our firm's representation of both entities at any time.

This potential conflict can be waived if both entities provide informed consent, in writing, consistent with Idaho Rule of Professional Conduct 1.7, which reads in material part as follows:

- (a) Except as provided in paragraph (b), a lawyer shall not represent a client if the representation involves a concurrent conflict of interest. ...

Donna Griffin
Jeremy Grimm
July 2, 2025
Page 2

- (b) Notwithstanding the existence of a concurrent conflict of interest under paragraph (a), a lawyer may represent a client if:
- (1) the lawyer reasonably believes that the lawyer will be able to provide competent and diligent representation to each affected client;

 - (3) the representation does not involve the assertion of a claim by one client against another client...., and
 - (4) each affected client gives informed consent, confirmed in writing.

Notwithstanding the potential concurrent conflict of interest, we believe that we can provide both SPOT and the City with competent and diligent representation and representing both of these entities is anticipated to reduce overall legal expenses, streamline negotiations, if applicable, and promote efficiency.

If, however, a conflict or dispute between the two entities arises, our firm will be forced to recuse itself and each entity will be forced to obtain separate legal counsel. Further, the attorney-client privilege that protects your communications with this firm may be waived.

Each entity must consider and be aware of the potential concurrent conflict of interest, including the consequences that will result if a conflict arises, to make an informed decisions as to whether you wish to waive the conflict.

Provided that you understand and are in agreement with the terms of this conflict waiver, we ask that you indicate the same by your signature (below) and return this letter to our office. Once we have this written, informed consent, we will proceed with our representation of SPOT and the City.

Should you have any questions, concerns or reservations about this, we encourage you to seek independent legal advice. Thank you.

Sincerely,
LAKE CITY LAW GROUP, PLLC



Zachary W. Jones

Donna Griffin
Jeremy Grimm
July 2, 2025
Page 3

Waiver of Conflict

I hereby understand and agree with the terms set forth in the above communication and hereby waive any potential concurrent conflict of interest as described herein above made effective as of the date of this letter.

CITY OF SANDPOINT

SPOT



Jeremy Grimm, Mayor
Signed Following Council Approval

By: _____
Printed Name: _____
Title: Chairman of the Board

ATTEST:



Melissa Ward, City Clerk

Why should **YOU** use BUS ADVERTISING?

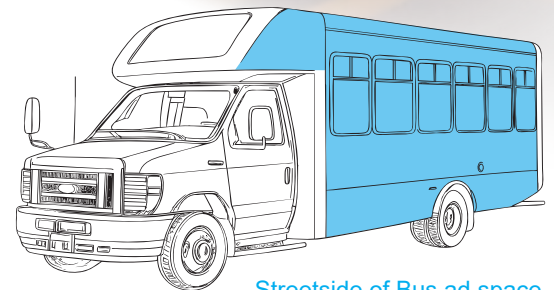
Transit advertising is effective. It's non-intrusive. It engages an audience in a way that passively gathers their attention instead of directly interrupting their digital world.

Your ad dollars connect our community. Promote your service or events and support public transportation. The income generated provides funding that is leveraged and directly influences and improves the SPOT service. Sponsor SPOT Bus service - **Give back to the community.**

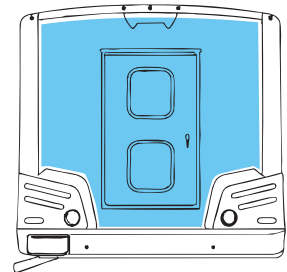


High visibility - reach a wide audience in Bonner and/or Boundary County

- **Where can we take you?** On the SPOT Bus, your advertisements travel throughout Bonner County and Boundary County
 - The movement of SPOT Buses extends the reach of your message.
 - Showcase your events and services to thousands of people every single day.
- **Visibility on the Go:** Your message reaches different ages and income groups; a broad audience base includes tourists, students, pedestrians, cyclists, motorists, and passengers.
- Effectively reach populations not easily accessible through other media channels.



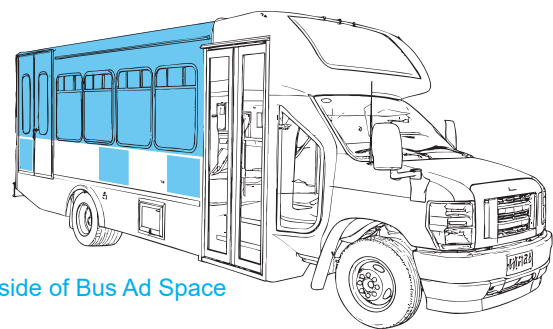
Streetside of Bus ad space



Backside ad space

Cost-Effective Marketing

- **High ROI:** Transit advertising delivers exceptional value with extensive reach for a fraction of the cost of other media platforms.
- **Longevity:** Ads on buses remain visible for extended periods, offering continuous exposure.
- The bold and frequent nature of transit ads can lead to long-term brand awareness and recall.
- Choose the size, placement, and duration of your ad campaign to fit your budget and goals.



Curbside of Bus Ad Space

Unmissable Impressions and Creative Flexibility

- **Your Eye-Catching Designs:** The large, colorful spaces on buses create high-impact visuals that are impossible to ignore.
- **Moving Billboards:** Buses bring your message to life by carrying it across neighborhoods, shopping districts, and businesses.



Localized Targeting

- **Community Focused:** Tailor your ad to resonate with our local lifestyle and communities.
- Connect with local customers effectively; reinforce a sense of presence and connection.

Exposure

- **Always in View:** Unlike digital ads that can be skipped, bus ads are always visible, offering continuous impressions.
- **All day long:** Morning, afternoon or evening, your message is on display for motorists, commuters and onlookers alike.

Boost Brand Awareness

- **Memorability:** Repeated exposure ensures your brand stays top-of-mind for potential customers.
- **Creative Freedom:** Showcase your unique brand identity with bold and innovative designs.

WHY WAIT?

Transform your business visibility with bus advertising today! It's time to take your message to the streets and reach your audience where they are.

Advertising on a SPOT Bus provides a powerful platform for brands to connect with a broad audience, enhance brand visibility, and drive meaningful engagement.

There are many opportunities to make an impression on your target audience using transit advertising. We can work with you to find the best solution for your advertising needs. Exterior bus advertising is available in full or half tail wraps and curbside wraps. **You can also buy a spot on the SPOT Bus.**

Turn streets into moving billboards with eye-catching bus ads that put your brand in front of thousands every day!



CONTACT US NOW TO GET STARTED!

208-263-3774

www.SpotBus.org



SPOT

SELKIRKS - PEND OREILLE TRANSIT

www.spotbus.org

Greater Sandpoint Chamber of Commerce Membership Information

Membership Benefits - All Levels of Membership receive:

A business listing in the Chamber website directory with a link to your website

Business cards or rack cards/literature on display in our Visitor Center

Ribbon cutting – press release and social media posts

Membership window decal

Weekly Newsletter – availability to share special events, announcements, promotions, job openings, etc. with the Chamber email distribution list of over 1,000 subscribers

Chamber Online Calendar – post your events

General Membership Luncheon- discount on luncheon price for Members, plus your 1st one is on us!

Business After Hours – attend these networking events, typically the last Wednesday of each month from 5pm – 7pm

Host Business After Hours – opportunity to be the host of this event (1x annually, subject to availability), introduce your business, team, services, and location to other Chamber members

Visitor Center – place business cards, brochures, and/or flyers

Chamber Page – access to view reporting on visits to your business page on the Chamber website

Sponsorship opportunities for Chamber events – at additional pricing

Members-only pricing for Chamber programs, such as Leadership Sandpoint

Referrals – Chamber/Visitor Center refers inquiries exclusively to Chamber members

Chamber Members mailing list – 1x annually for free