



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, August 21, 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 July 17, 2025.
4. Financial Reports
 - a. Action Item: Accept Financial Reports for July 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. Action/Discussion/Consideration Item: Social Media Marketing Proposal
 - b. Action/Discussion Item: Waiver of Conflict, Lake City Law Group, PLLC
 - c. Action/Discussion Item: FY 2025-2026 Budget
 - i. Review
 - ii. Approve
 1. Public notice posting
 - d. Action/Discussion/Consideration Item: Bonner County service and routing options
 - e. Action/Discussion Item: Financial considerations
 - i. Interest rates at banks
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 July 17, 2025

Gary Kunzeman **CALLED THE MEETING TO ORDER AT 11:03 A.M.**

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

Not present: Nancy Lewis

Public Comment Period: No comments.

MINUTES: Approve minutes of the June 19, 2025 regular meeting as submitted.

Motion to approve the minutes of the June 19, 2025 regular meeting as submitted. Clif Warren/Justin Dick. All in favor. Approved

FINANCIAL REPORTS:

Accept June 2025 financial reports and approve payment of prepaid bills and outstanding bills.

Motion to accept June 2025 financial reports and to approve payment of prepaid bills and outstanding bills. Zale Palmer/ Ron Smith. All in favor. Approved

STAFF REPORTS:

Ridership: Donna Griffin reported Boundary County ridership for January-June 2025 was up 376 rides from same period the previous year. Bonner County ridership is down around 5,000 rides for the same period. The BF bus was used for a site visit with USFS, Boundary Commissioners and general public. It was well received.

Operations: Donna Griffin reported they have been doing a lot of outreach and meetings with city councils. Also making sure all buses are up and running. Schweitzer declined service for Wine Fest due to the detour around the culvert failure on North Boyer. Bus 114 did not sell during the auction – bids not reaching the minimum. It will be re-listed for sale. Wendy attended a drug and alcohol training session. The phone system has not been working. Ziply is trying to resolve it. Might have an opportunity to switch to fiber. Need to consider having a system where voicemails from the phone can be received via email. Kevin has been working on a/c issues on the buses. Passio is still having issues. Donna will be meeting with them. Staff/board members were recently on two different radio station spots about our service and funding. Hearing a lot of feedback from that.

COMMITTEE REPORTS:

- A. Boundary County Service Development Committee:** Ron reported he will be meeting with the Tribe about our service availability. Still talking about service opportunities in Naples on days the bus comes to Sandpoint. We had buses in both the Bonners Ferry and Sandpoint July 4th parades.

- B. Finance Committee:** Zale reported the financial reports were reviewed. The State is behind in payments due to year-end close. Plus they still owe for January CARES funding. We have around \$220,000 of CARES funding left and around \$100,000 match for this fiscal year. A budget workshop has been set up for August 5th at 9:00. Joining the Chamber of Commerce was discussed as a means of reaching potential advertisers. SURA has allocated \$100,000 for three bus shelter, which will depend on whether there are route changes for Sandpoint. The audit for 2023/2024 has been completed with no findings. The 2025/2026 budget to be prepared based on the \$105,000 committed from Sandpoint and no CARES funds. Also considering any unused match from the current fiscal year to be allocated to the restricted capex fund. A meeting has been scheduled with Bonner County to discuss match possibility. May need to revise the budget for 2025/2026 after adopted depending on final match commitments once they are known.
- C. Safety Advisory Committee:** Drivers are having to double count ridership due to issues with Passio system issues. They will also be having training on service animals and ADA lifts.

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/ Clif Warren. All in favor. Approved.**
No action taken during executive session.
- B. Action Item: SPOT Bus Personnel Policy and job descriptions.**
Actions to create a committee to update SPOT's personnel policy and job description have been postponed until after October 1st. However, before that everyone should be reviewing the existing policy and job descriptions handed out at the previous meeting. **Tabled – no action taken.**
- C. Action Item: Social Media Marketing Proposal.** Keokee put together a proposal for various social media marketing strategies. Should possibly wait until after we know if routes will be changing due to budget constraints. If we proceed, staff will need to come up with items to post on an ongoing basis. Cost of the marketing will be paid out of the existing marketing grant. Should also obtain proposals from other marketing companies. **Tabled – no action taken.**
- D. Action Item: Waiver of Conflict, Lake City Law Group, PLLC.** The attorney is requesting the waiver be signed since they represent both SPOT and the City of Sandpoint and they wouldn't be able to represent both parties should there ever be a conflict. The waiver letter was discussed and found numerous inconsistencies. Staff needs to get back to the attorney for a cleaned-up version.
Tabled – no action taken.
- E. Action Item: Additional options for advertising on buses.** Donna developed a 2-sided flyer about various advertising options on the SPOT buses. Discussed a percentage discount for long-term commitments. The finance committee also discussed hiring someone to sell ad space to get this program started – paying them a percentage of ad revenue. Discussed we should roll this program out and see what feedback we get before offering discounts. **Tabled – no action taken.**
- F. Action Item: Greater Sandpoint Chamber of Commerce Membership.** Donna presented a summary of the Chamber and what they have to offer. The annual fee for a non-profit is \$175. The finance committee discussed the fee would be worth getting the list of members. Clif mentioned this may not be an allowable expense under ITD.
Motion to join the Greater Sandpoint Chamber of Commerce pending approval by ITD. Clif Warren/ Ron Smith. All in favor. Approved.

- G. Action Item: 2025-2026 Budget Information.** Already discussed during the finance committee report. **No action taken.**
- H. Action Item: Bonner County Service and routing options.** We still need to know what match funds will be coming in before proposing any route changes. ITD wants us to keep the Mountain Route going, but we are having a lot of issues with Schweitzer on the operations and maintenance of the buses. SPOT may need to take back operating the route so we have more control over the drivers. Need to determine the effect of match funds for the rest of the operations if we no longer have the Mountain Route. **Tabled - no action taken.**
- I. Action Item: Financial considerations.** Donna appreciates everyone's work communicating with their JPA contacts for supporting SPOT. Their support greatly helps staff and drivers.

Comments from the Chair and Board Members – Gary heard from a Kootenai resident that is having car issues how much they appreciate having the SPOT bus available.

Meeting adjourned 12:22 p.m.

Selkirks-Pend Oreille Transit Authority
Summarized Balance Sheet
As of July 31, 2025

ASSETS	Bonner County	Boundary County	Total
Current Assets			
Checking/Savings	339,577.21	34,659.74	374,236.95
Accounts Receivable	4,500.00	0.00	4,500.00
Grant Funds Receivable	106,102.40	6,235.00	112,337.40
Total Other Current Assets	58,018.72	3,390.28	61,409.00
Total Current Assets	508,198.33	44,285.02	552,483.35
Total Fixed Assets	1,582,432.81	72,702.87	1,655,135.68
TOTAL ASSETS	2,090,631.14	116,987.89	2,207,619.03
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities	35,707.87	2,171.02	37,878.89
Equity	2,054,923.27	114,816.87	2,169,740.14
TOTAL LIABILITIES & EQUITY	2,090,631.14	116,987.89	2,207,619.03

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

	Bonner County		Boundary County		Mountain Route		Total	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget
Total Income	997,439.24	1,940,859.45	56,537.00	57,375.10	278,604.00	279,995.42	1,332,580.24	2,278,229.97
Expenses:								
Administration	159,432.54	152,568.51	10,180.47	12,552.08	6,283.10	5,486.04	175,896.11	170,606.63
Operations	404,409.66	450,271.97	38,908.07	33,468.14	144,283.76	150,000.00	587,601.49	633,740.11
Preventative Maintenance	89,321.04	74,269.28	2,651.55	5,108.85	110,197.94	108,721.75	202,170.53	188,099.88
Total Expenses	653,163.24	677,109.76	51,740.09	51,129.07	260,764.80	264,207.79	965,668.13	992,446.62
Net Ordinary Income	344,276.00	1,263,749.69	4,796.91	6,246.03	17,839.20	15,787.63	366,912.11	1,285,783.35
Other Income/Expense	-331,601.73	-1,336,435.68	-366.07	0.00	0.00	0.00	-331,967.80	-1,336,435.68
Net Income	12,674.27	-72,685.99	4,430.84	6,246.03	17,839.20	15,787.63	34,944.31	-50,652.33

0.00

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Selkirks-Pend Oreille Transit Authority
Paid Bills Detail
As of July 28, 2025

	Type	Date	Num	Open Balance
Brown's Northside Machine & Gear, Inc.				
	Bill	07/25/2025	W 51619	115.50
Total Brown's Northside Machine & Gear, Inc.				115.50
Coleman Oil				
	Bill	07/13/2025	CP-0275990	1,663.10
	Bill	07/20/2025	CP-0277923	1,797.09
Total Coleman Oil				3,460.19
Goldenwest Mobility				
	Bill	07/09/2025	26800	196.38
Total Goldenwest Mobility				196.38
Gription Tire Pros				
	Bill	07/11/2025	72516	165.09
Total Gription Tire Pros				165.09
Idaho Department of Labor				
	Bill	06/30/2025	Q2 2025 SUI	1,145.30
Total Idaho Department of Labor				1,145.30
KG&T Septic, Inc.				
	Bill	07/21/2025	54007	145.00
Total KG&T Septic, Inc.				145.00
Napa Auto Parts				
	Bill	07/09/2025	238855	276.90
	Bill	07/15/2025	239632	8.19
	Bill	07/11/2025	239182	26.08
Total Napa Auto Parts				311.17
Pressure Clean Services, Inc.				
	Bill	07/24/2025	18725	160.00
Total Pressure Clean Services, Inc.				160.00
Zipty Fiber - BF				
	Bill	07/13/2025		39.05
Total Zipty Fiber - BF				39.05
TOTAL				5,737.68

Selkirks-Pend Oreille Transit Authority
Paid Bills Detail
As of August 15, 2025

	Type	Date	Num	Open Balance
Bonner County Daily Bee				
	Bill	07/31/2025	ad to sell buses	26.17
	Bill	07/31/2025	ad to sell buses	26.17
Total Bonner County Daily Bee				52.34
Brown's Northside Machine & Gear, Inc.				
	Bill	08/15/2025	W 51636	552.28
Total Brown's Northside Machine & Gear, Inc.				552.28
Coleman Oil				
	Bill	07/27/2025	CP-0278532	2,124.10
	Bill	07/31/2025	CP-0282009	1,214.04
	Bill	08/03/2025	CP-0284467	983.81
	Bill	08/10/2025	CP-0285315	1,755.86
Total Coleman Oil				6,077.81
First Bankcard				
	Bill	07/27/2025		1,740.07
Total First Bankcard				1,740.07
Gription Tire Pros				
	Bill	08/12/2025	72983	1,090.75
Total Gription Tire Pros				1,090.75
III-A Trust				
	Bill	07/20/2025		2,222.00
Total III-A Trust				2,222.00
Mike White Ford of CDA				
	Bill	08/08/2025	48172	68.82
	Bill	08/12/2025	48099	241.33
Total Mike White Ford of CDA				310.15
Mountain Ledgers				
	Bill	07/31/2025	8338	975.00
Total Mountain Ledgers				975.00
Pressure Clean Services, Inc.				
	Bill	08/02/2025	18746	280.00
Total Pressure Clean Services, Inc.				280.00
Zipty Fiber				
	Bill	07/22/2025		341.97
Total Zipty Fiber				341.97
Zipty Fiber - BF				
	Bill	08/13/2025		39.05
Total Zipty Fiber - BF				39.05
TOTAL				13,681.42

Selkirks-Pend Oreille Transit Authority
Unpaid Bills Detail
As of August 15, 2025

Type	Date	Num	Open Balance
AT&T Mobility			
Bill	07/23/2025	287347299384	369.70
Total AT&T Mobility			369.70
Eagle Drug and Alcohol Testing LLC			
Bill	07/13/2025	1011368	50.00
Total Eagle Drug and Alcohol Testing LLC			50.00
Keokee			
Bill	07/14/2025	67775	82.50
Total Keokee			82.50
Lake City Law Group PLLC			
Bill	06/12/2025	41685	540.00
Bill	07/24/2025	42013	80.00
Bill	07/31/2025	42303	220.00
Total Lake City Law Group PLLC			840.00
Newport Towing LLC			
Bill	07/23/2025	15321	565.43
Total Newport Towing LLC			565.43
Perfection Tire #27, Inc.			
Bill	07/16/2025	3038391	2,804.06
Bill	07/18/2025	3038473	1,529.07
Total Perfection Tire #27, Inc.			4,333.13
Schweitzer Mountain Resort.			
Bill	07/31/2025	July miles	1,380.00
Total Schweitzer Mountain Resort.			1,380.00
Shaky & Co.			
Bill	08/14/2025	828	844.10
Total Shaky & Co.			844.10
SMS Automotive & Marine Inc			
Bill	07/28/2025	3687	149.75
Total SMS Automotive & Marine Inc			149.75
TOTAL			8,614.61



SELKIRKS PEND OREILLE TRA
DONNA M GRIFFIN
Account number ending in 2396
For billing cycle ending 07/29/2025

New Balance	Minimum Payment	Payment Due
\$1,740.07	\$35.00	08/25/2025

Your Account Summary

Previous Balance	\$539.63
Payments	-\$539.63
Other Credits	\$0.00
Purchases	\$1,740.07
Balance Transfers	\$0.00
Cash Advances	\$0.00
Fees Charged	\$0.00
Interest Charged	\$0.00
New Balance	\$1,740.07
Statement Closing Date	07/29/25
Days in Billing Cycle	32
Total Credit Limit	\$10,000.00
Available Credit	\$8,259.00
Cash Limit	\$2,000.00
Available Cash	\$2,000.00

Your Payment Information

New Balance	\$1,740.07
Minimum Payment Due	\$35.00
Past Due Amount	\$0.00
Payment Due Date	08/25/2025

Manage your business expenses with convenient online access.



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- Access current and historical statements, up to 7 years old
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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
\$1,740.07	\$35.00	08/25/2025

Amount Enclosed: \$

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

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

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

4988656260672396 0000000003500 0000000174007

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 68103-0990 or the toll-free number 402-602-6098 or call us at 1-800-688-7570. 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.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/ldg # _____	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 2396
Transactions for billing cycle ending 07/29/25

CURRENT POINT BALANCE

70,055

You earn 6 points per \$1 spent on qualifying Business Expenses up to \$15,000 during a period of 12 billing cycles. After \$15,000, earn 1 point per \$1 spent. 2 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 0 points per \$1 spent on other purchases.

Point activity summary for the period covered by this statement:

1,452 Regular points earned this month
888 Business Expense points earned this month
223 Gas and Dining points earned this month
0 Bonus points earned this month
2,563 Total points earned this month
0 Points redeemed this month
70,055 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
07-01	07-02	24692165182101269655221 2	GOOGLE *GSUITE_spotbus cc@google.com CA	\$28.80
07-02	07-03	24445005184400259530154	WM SUPERCENTER #2485 PONDERAY ID	\$54.12
07-04	07-07	24455015185142000970496	WAL-MART #2485 PONDERAY ID	\$89.20
07-07	07-08	24692165189107040607814 2	HP *INSTANT INK 855-785-2777 CA	\$79.49
07-08	07-10	24164075190105441758357	STAPLES 00105726 PONDERAY ID	\$22.98
07-13	07-14	24011345194100106789622 2	ZOOM.COM 888-799-9666 ZOOM.US CA	\$16.99
07-13	07-14	24055235195406543347181	OLD CHICAGO MISSOULA MISSOULA MT	\$39.96
07-14	07-14	74418005195027555059185	PAYMENT - THANK YOU	\$539.63 CR
07-14	07-15	24943005196246141097123	CENEX- ZIP TRIP #32 MISSOULA MT	\$23.00
07-15	07-16	24164075196018202809004 5	ENTERPRISE RENT-A-CAR SANDPOINT ID	\$538.51
07-15	07-16	24055245196407846112023	BUFFALO WILD WINGS 3589 MISSOULA MT	\$34.47
07-15	07-16	24034545196000009336795	76 - PONDERAY ONE STOP PONDERAY ID	\$14.00
07-15	07-17	24755425197171977281573	HILTON GARDEN INN 406-5325300 MT	\$624.46

Transactions

Trans Date	Post Date	Reference Number	Transaction Description	Credits (CR) and Debits
07-25	07-28	24204295206000020432219 7	eBay 0*24-13361-59259 800-4563229 CA	\$62.57
07-25	07-28	24204295206000020433217 7	eBay 0*24-13361-59258 800-4563229 CA	\$53.53
07-25	07-28	24164075207105442338655	STAPLES 00105726 PONDERAY ID	\$57.99

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	\$1,134.43	32	\$0.00
Cash Advance	29.49% (v)	NA	\$0.00	32	\$0.00

2025 Total Year-to-Date

Total Fees Charged in 2025

\$0.00

Total Interest Charged in 2025

\$0.00

Contact InformationContact us online
card.frbco.comTalk To Us
800-819-4249
We accept calls made through
relay services (dial 711)Mail Payments To
FNB
P.O. Box 2818
Omaha, NE 68103-2818**Important Information Regarding Your Account****SERVICEMEMBERS CIVIL RELIEF ACT (SCRA)**

If you are an **active duty member of the United States Military**, you may be eligible for additional benefits on your account(s) under the Servicemembers Civil Relief Act (SCRA).

For additional information regarding SCRA benefits, please call 855-868-8446 or log in to the website listed on the front of your statement and click "Resources" for more information.



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31656 HWY 200, Box 8 Ponderay, ID 83852 (mailing address)
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208-263-3774

SPOT Agenda Item Summaries

Meeting Date: August 21, 2025

Agenda Item: 7a.

From: Donna Griffin

Topic: Social Media Marketing Proposal

Background: Consider, provide feedback and approve Social Media Marketing Proposal. Please see the quotes attached from Keokee and Like Media.

Meeting Date: August 21, 2025

Agenda Item: 7b.

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. The letter has ... because the code that is cited has additional wording that does not apply. Staff will provide further clarification at the meeting. 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. Please see the letter attached.

Meeting Date: August 21, 2025

Agenda Item: 7c.

From: Donna Griffin

Topic: FY 2025-2026 Budget

Background: Review, consider and discuss budget information. Approve the proposed 2025-2026 budget.

Meeting Date: August 21, 2025
Agenda Item: 7d.
From: Wendy Trumble and Donna Griffin
Topic: Bonner County service and routing options
Background: Discuss information and options about routing configurations.

Meeting Date: August 21, 2025
Agenda Item: 7e.
From: Donna Griffin
Topic: Financial considerations
Background: Discuss financial considerations including Interest rates at banks.

Boundary County SPOT Bus Ridership July 2025

DATE	MON	TUE	WED	Bonner County THURS	w/ Moyie FRI	TOTAL
7/1/2025	0	16	14	21	11	62
7/6/2025	0	63	6	21	14	104
7/13/2025	0	12	16	26	32	86
7/20/2025	0	22	10	12	16	60
7/27/2025	0	15	4	2	0	21

July Total	0	128	50	82	73	333
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Boundary County to Ponderay & Sandpoint = 82

Local (128+50+73) = 251

Total = 333

DATE	Sunset	Rest	County	Moyie	Tues, Wed, Fri, Seniors	Thursday Bonner County Seniors	Senior Totals
7/1/2025	0	0	17	0	26	21	47
7/6/2025	0	0	4	6	65	21	86
7/13/2025	0	0	16	6	53	26	79
7/20/2025	0	0	4	6	46	12	58
7/27/2025	0	0	0	0	19	2	21

July Total	0	0	41	18	209	82	291
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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
25-July	6,300	667	333	430	7,730
Totals to Date	32,832	4,323	1,899	66,158	105,212

Wine Fest = 430,

Festival at Sandpoint = 2,508,

Bonner County Rodeo = 8

2024	Fixed	Para	Boundary Co.	Mountain	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 Totals	61,144	7,127	2,305	92,338	162,914

2023	Fixed	Para	Boundary Co.	Mountain	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 Totals	57,451	6,344	2,104	85,934	151,833

2022	Fixed	Para	Boundary Co.	Mountain	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



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 to promote advertising opportunities on the SPOT buses, targeting businesses in greater Sandpoint and Bonners Ferry that are candidates for ads.
- Develop messaging specific to distinct target markets of potential riders, including youth, seniors, commuters, special needs and general public.
- 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 (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!

Hi Donna,

I apologize for the delay in getting back to you! I wanted to get my team together and figure out the best plan for helping take over some of your marketing efforts as we go forward, and that took a little longer than I had hoped! I'm so sorry about that. Below you will find an overview of the various services we chatted about and the discounted pricing that we are willing to offer to take these over for you :)

Overview ~

SPOT Bus plays a vital role in connecting people, places, and opportunities across our communities. Your commitment to accessible, community-centered transportation aligns with our mission at Like Media: to elevate and amplify local stories, services, and organizations that matter.

This proposal outlines a flexible, discounted partnership model that positions Like Media as your creative and communications partner. Through strategy, design, content, and outreach, we'll support SPOT's ongoing success in a meaningful, measurable way.

Proposed Partnership Services ~

1. Website Support & Updates:

We offer flexible support to improve user experience, make content updates, and enhance overall performance.

Standard Rate: \$125/hour

Your Partner Rate: \$65/hour

Scope may include:

Homepage redesign or optimization

Route or schedule updates

Mobile responsiveness and accessibility fixes

News/Alerts sections

Backend Optimization

2. Local SEO Optimization

Ensure SPOT Bus is easily found by riders and community members searching online.

Retail Rate: \$695/month

Your Partner Rate: \$250/month

Includes:

Keyword targeting + content optimization

Google Business Profile enhancements

Directory listings management

Localized visibility strategy

Monthly performance tracking

3. Social Media Management:

We will manage SPOT Bus's social media presence, creating engaging, informative, and consistent content to connect with your community and increase ridership.

Your Flat Rate: \$500/month

Includes:

Custom social media content creation - 3 posts per week on Facebook and Instagram

Post scheduling and publishing

Strategy development and monthly planning

Monthly performance reviews and recommendations

This monthly support ensures your brand stays active, relevant, and connected to your audience across social platforms.

4. Email Setup & Troubleshooting:

We'll help solve any email or newsletter issues, or assist with setup, management, and outreach strategies.

Standard Rate: \$150/hour

Your Partner Rate: \$65/hour

Includes:

Email platform configuration

Troubleshooting send/receive issues

List segmentation and contact import

Mailchimp/Constant Contact setup

5. Print Advertising:

Get featured in our trusted regional magazines at reduced nonprofit rates.

- Full Page (FP): \$350 (Reg. \$695)

- Half Page (HP): \$195 (Reg. \$450)

Available publications:

Sandpoint Living Local (*seasonal*)

Bonn timers Ferry Living Local (*seasonal*)

Go Sandpoint (*monthly - primarily direct mailed*)

REAL Northwest Living (*bi-annual*)

Next Steps ~

We're excited to partner with SPOT Bus as you continue to serve the region with reliability and care. Our team is ready to jump in—whether that's starting with the website, launching your next rider campaign, or building out a full communications plan. Please let us know which services you'd like to activate first. We'll customize an action plan and timeline that meets your goals.

Thank you, Donna, and the entire SPOT team—for all you do to keep our communities moving forward.

I look forward to hearing your thoughts!

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.

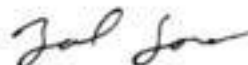
If, however, a conflict or dispute between the two entities arises, our firm will be forced to recuse itself and each entity will be forced to obtain separate legal counsel. Further, the attorney-client privilege that protects your communications with this firm may be waived.

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



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(208) 334-8533 • itd.idaho.gov/pt

July 22, 2025

Selkirks-Pend Oreille Transit (SPOT)
Attn: Donna Griffin
31656 Hwy 200 Suite 102, Ponderay, ID 83852

Subject: SPOT's Site Review – July 22, 2025

Dear Donna,

Thank you for taking the time to meet with us during your site review on July 22, 2025. Our records indicate that you have no findings. This concludes SPOT's review.

Thank you for your cooperation and assistance during this review. We appreciate your timely responses and your commitment to providing safe, mobility focused opportunities in Idaho.

If you have any questions concerning this review, please contact me at (208) 334-4492 or email connie.edwards@itd.idaho.gov

Thank you,

Connie Edwards Digitally signed by Connie
Edwards
Date: 2025.07.29 07:39:07 -06'00'

Connie Edwards | Grants & Contracts Officer
Idaho Transportation Department | Public Transportation
Work: 208.334.4492 Cell: 208.912.5875
Email: connie.edwards@itd.idaho.gov | itd.idaho.gov/pt

Enhancing quality of life through transportation