

LoopWorks Minutes – July 17, 2020

Board Meeting – 11:00 am via Zoom conference call

Here's the Zoom link, no password required: <https://zoom.us/j/8238203495>

(Or join by Telephone: 646-558-8656 or 669-900-6833)

Personal Meeting ID: 823-820-3495

Attendees: Rob Means, Barb Martens, Tim Mattson.

Rob called the meeting because, with the draft Bylaws are out for review, he was looking for feedback on where to invest his time.

1) The City of Milpitas is seeking input on the future of the transit area around the BART station via the Milpitas Metro Online Survey: <https://www.milpitasmetro.org/>
In addition to standard questions, the survey offers a few opportunities to express thoughts and ideas. When Rob answered the survey (which took about 15 minutes), he mentioned the PRT project. To the question of encouraging people to take the survey (and mention PRT), we had 2 answers: 1) It will be worth the effort to contact our supporters, and 2) doing it through social media like Nextdoor may be counter-productive vis-a-vis staff or Council. **Rob will draft an email message to our supporters encourage them to take the survey and include comments suggesting a transit system like the monorail or the Disney People Mover.

**ALL are encouraged to [take the survey](#) themselves. (Rob and Barb have already done so.)

2) Election season provides the opportunity to learn which candidates support PRT, and then let the voters know. Candidates for Mayor are incumbent Rich Tran and repeat candidate Voltaire Montemayor, a retired geologist. For City Council, the current candidates are

- Planning Commissioner Evelyn Chua,
- former Planning Commission Vice Chair Demetress Morris,
- Business Executive Suraj Viswanathan, and
- Tenant Advocate and Organizer Tiffany Vuong.
- **Current Vice Mayor Bob Nuñez**
- **Councilmember Anthony Phan**

With such a crowded field for Council, it is likely that the incumbents will remain in office due to their advantages. However, it provides an opportunity to get both candidates and incumbents on the record about the Milpitas PRT project. **Rob will draft a note asking for a YES, NO, or [letter of support](#).

3) Until we identify a CEO/President for LoopWorks, we can't complete the Bylaws and incorporate. **Rob will send a USPS letter to Carl Guardino asking for names of potential candidates. **Rob will also reach out to communities of color for suggestions.

4) Before setting up our website, we need to choose a URL. Although we could include "loopworks" in the URL, unfortunately LoopWorks.com, LoopWorks.org, LoopWorks.eco and LoopWorks.coop are already taken. Available options include:

- **loopworks.cool**, loopworks.guru (generic expertise), loopworks.network, loopworks.us
- **loopworks-prt.com**, loopworks-prt.org, loopworksprt.com, loopworksprt.org
- **loopworks-milpitas.com**, loopworks-milpitas.org
- **prt-loopworks.com**, prt-loopworks.org

- **milpitas-loopworks.com**, milpitas-loopworks.org, milpitasloopworks.com, milpitasloopworks.org.

Other possibilities include Milpitas-PRT.com, MilpitasPRT.com, Milpitas-Transit.com and MilpitasTransit.com. Having “Milpitas” in the name is good for local marketing. Although using the “PRT” acronym keeps the URL short, it does not mean anything to a newcomer to the idea (nor does “loopworks”). Does anyone have a preference or another suggestion?

5) Obtaining letters of support will help when asking foundations for money. **Tim will request one from the Mineta Transportation Institute at SJSU.

6) In response to Tim’s request for a prioritized list of tasks, we came up with the following:

- a) Verify and clean the PRT contact list (and send a copy to Barb).
- b) With Rob’s assistance, create a 1-page project description that includes an image or two.
- c) With Rob’s assistance, write a draft screenplay for a 10-minute video introduction to the project (include Minn. State Fair video footage).
- d) Write a phone script for reaching out to the PRT contact list.
- e) Write an email script for reaching out to the PRT contact list.
- f) Review and edit the Bylaws (version 2).
- g) Contact the Mineta Transportation Institute at SJSU for a letter of support.