

**MINUTES**  
**Siouxland Regional Transit System (SRTS) Board of Directors**  
**Thursday, May 28, 2026, 10:00 a.m.**  
**Held In-Person & via Teams originating from the**  
**SRTS/SIMPCO Office at 6401 Gordon Drive, Sioux City, IA**

**MEMBERS PRESENT:**

Vince Phillips, Chairman	Monona County, Iowa
Devlun Whiteing, Vice Chairman	Ida County, Iowa
Doug Manley	Plymouth County, Iowa

**GUESTS PRESENT:**

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**STAFF PRESENT:**

Michelle Bostinelos, Executive Director	SIMPCO
Brian Pearson, Transit Director	SIMPCO/SRTS
Joshua Bush, Finance Director	SIMPCO
Emily Guthrie, Executive Assistant	SIMPCO

The Siouxland Regional Transit System (SRTS) Board of Directors met on Thursday, May 28, 2026, at 10:00 a.m. in person at 6401 Gordon Drive, Sioux City and via Teams. A quorum was present.

*Chairman, Vince Phillips called the meeting to order at 10:00 a.m. A quorum was present.*

- I. Approval of the Agenda** –Chairman, Vince Phillips, asked if there were any additions or corrections to the May 28, 2026, included in the meeting packet.

*Doug Manley moved to approve the agenda as presented, motion seconded by Vince Phillips. Motion carried all ayes.*

- II. Approval of the Minutes** –Chairman, Vince Phillips asked if there were any additions or corrections to the March 26, 2026, regular meeting minutes included in the meeting packet.

*Doug Manley moved to approve the meeting minutes as presented, motion seconded by Vince Phillips. Motion carried all ayes.*

- III. Directors Report** – Brian Pearson provided an update on transit and facility projects and activities since March 26, 2026, as detailed in the Director’s Report included in the meeting packet.

- IV. Financials** –

- a. March 31, 2026 – April 30, 2026** – Joshua Bush, SIMPCO Finance Director, presented for Board approval the SRTS Board of Directors with the financials through March 31, 2026,

and April 30, 2026, included in the agenda packet. He reported FY 2026 YTD total revenue as \$3,904,280 and total expenditure as \$3,894,228 for a net of \$10,052. Josh noted revenues are at 69% compared to budget and expenditures are at 73% compared to budget. Additionally, Joshua noted 83% into FY 2026.

*Doug Manley moved to approve the financials as presented, motion seconded by Vince Phillips. Motion carried all ayes.*

**I. SRTS Live Broadcasting Advertising for Ridership Growth and Increased Visibility (3-month Contract) – Action Item**

Brian Pearson outlined advertising strategies for KCAU and KTIV to support SRTS services, which aim to promote and grow.

Brian Pearson recommended KCAU would be more effective for reaching a larger audience, specifically over 10,000 households, which is more than KTIV. The total reach is approximately 255,000 households across the four states-Iowa, Nebraska, South Dakota, and Minnesota, withing in their broadcast map area.

- a. KCAU - \$1,500 per month/\$4,500 total (30-second commercial + Simply Siouxland commercial airs for one year)
- b. KTIV - \$1,570 per month/\$4,710 total (30-second commercial + Business Spotlight commercial airs once)

*Doug Manley moved to approve a 3-month advertising contract with KCAU as presented, seconded by Devlun Whiteing. Motion carried all ayes.*

**II. Service Contracts –**

- a. City of Le Mars at \$8,400 to provide transportation \$3.50 for curb-to-curb or \$6.00 for door-to-door service from July 1, 2025, through June 30, 2026
- b. City of Sergeant Bluff at \$3.00 per passenger per trip to provide transportation services within city limits from July 1, 2025, through June 30, 2026
- a. Mid-Sioux Opportunity, Inc. at \$6 per trip if using SRTS and \$4.75 per trip if using Mid-Sioux bus to provide client transportation from July 1, 2025, through June 30, 2026
- b. Mid-Step Services at \$7 per trip to provide client transportation and trips in the Rural areas that are up to seven (7) miles will be charged at a local door-to-door rate of \$7.00/Le Mars \$6.00 from July 1, 2025, through June 30, 2026
- c. Siouxland Pace at \$7 per trip to provide client transportation and trips in the Rural areas that are up to seven (7) miles will be charged at a local door-to-door rate of \$7.00/Le Mars \$6.00 from July 1, 2025, through June 30, 2026

- d. Danbury Catholic at \$6.00 per trip to provide client transportation from July 1, 2025, through June 30, 2026

*Vince Phillips moved to approve Service contracts (A-R), seconded by Devlun Whiteing. Motion carried all ayes.*

- III. **Other Comments** – Next meeting: **Thursday, June 25, 2026, at 10:00 a.m.**  
Special Meeting July (Virtual)

- V. **Adjournment** -  
*Chairman, Vince Phillips adjourned the meeting at 10:56 a.m.*

*Minutes prepared by Tonia Abell (not in attendance)*