

43 is going to engage audience—it is the emotion around it. They worked with
44 University of Utah Health Care on a marketing campaign for women’s health; their
45 goal was to promote women’s health without actually saying women’s health. They
46 showed an ad from this campaign. There was an increase to the amount of
47 mammograms (without actually saying it). They ran a marketing campaign for Family
48 Search; instead of promoting the new product, they instead showed what could be
49 done with it. It’s important to connect emotionally with an audience in a way they
50 understand and that resonates with them. RUMOR’s goal is to establish and execute a
51 strategic three-year marketing plan. CVTD collects a lot of data and surveys to build
52 a great transit system; RUMOR would use that data in their approach. Marketing
53 hasn’t been done for CVTD on a big scale ever. The goals and objectives outlined in
54 the three-year marketing plan is to increase ridership, to increase value in the
55 community, and to increase engagement with community members. The four core
56 audiences that have been identified: the ridership, registered voters, elected officials,
57 and CVTD employees; one of the most important things across all four audiences is
58 to create brand ambassadors. One place where all of these audiences intersect is the
59 website, which is out of date and has a poor user experience. RUMOR created a new
60 user-centric website, which they will be launching in November. It’s important to
61 RUMOR that they are both accountable and transparent, so that the District gets a
62 maximum return on investment. The idea is to look forward three years with
63 transparent checkpoints along the way. They were not given an amount, but asked to
64 present a range (with the final amount being approved by the board); the ideal
65 situation that would be frugal, effective, and keep up with growth would be 400,000
66 dollars annually. The bare minimum that would make the marketing worthwhile is
67 just over 200,000 dollars annually. Shaun Bushman asked how well the RUMOR
68 team knows Cache Valley; Jeff Olsen replied that they have clients that they are
69 continually working with and they have a long history here in Utah (they started in
70 1997 in Salt Lake City and have worked with every major company in Utah). Roger
71 Jones thanked them for their presentation.

72
73 8. Presentation of FY2019 budget and consideration of benefits – Curtis Roberts, Chief
74 Financial Officer: Curtis Roberts presented a summary of key budget increase
75 requests. The budget includes the market-based pay increase for bus drivers and
76 service workers (and the addition of four more full-time driver positions) that was
77 approved in the previous board meeting. Also included is a merit pay pool for
78 evaluated positions; the market range for each evaluated position is monitored in
79 compliance with Board policies. It is also recommended to maintain a similar benefit
80 package for the organization (as it is beneficial to retention). The budget contains
81 money to continue the current safety program and revisit the partnership with USU on
82 a joint project to improve crosswalk safety on 700 North (as it was not done in 2018).
83 The District also recommends starting the minimum implementation of the marketing
84 plan (not a commitment of three years—it would be a year-to-year authorization).

85 Jeannie Simmonds asked if doing a voter survey in the middle of a marketing push
86 would be relevant or if it would be better to delay after one year of marketing. Curtis
87 Roberts responded that that was a great point; the reasoning behind this was that the
88 voter survey data is four years old, so they're proposing doing a baseline voter survey
89 now, and then doing another in three years, to see the impact of the marketing plan.
90 Cecelia Benson asked how the return on investment for the marketing plan would be
91 measured. Curtis responded that they would be monitoring multiple metrics and data
92 (such as website visits, ridership, etc.). Norman Larsen asked if marketing had been
93 put out for bid. Curtis replied that it went through a formal RFI process; generally,
94 staff takes care of procurements in house and then presents to the board afterwards (as
95 has been done with other professional firms). Discussion followed on the marketing
96 firm and the process to hire them. Additional budget increase requests for
97 professional services included an increase for legal fees (based on current trends) and
98 an update to costs and preliminary plans for a new facility. Based on the current and
99 expected market conditions, the District also anticipates needing to budget more for
100 fuel in 2019. Curtis touched on the capital projects expected for 2019. Erik Ashcroft
101 asked if the amount allotted for replacing buses was the total cost or CVTD's cost;
102 Curtis responded that the District has to have authorization for the total cost of the
103 buses. In November, a tentative budget needs to be passed; in December, a final
104 budget needs to be passed. A quorum is needed for both. Staff is looking for
105 authorization for the benefits portion of the budget this meeting (a similar benefit
106 package to last year). Jeannie Simmonds made a motion to move forward on this
107 authorization. Shaun Bushman seconded. Some discussion. Norman Larsen opposed;
108 everyone else was in favor. Motion passed.

109
110 9. Presentation of service expansion – Todd Beutler, General Manager: The service
111 expansion suggestions presented were both ideas recommended in the Short Range
112 Transit Plan (SRTP) and suggestions from staff. Todd Beutler stated that one of the
113 things that they should have a discussion around is what policies the board wants to
114 establish about ridership; staff felt resistance from the board when one of the
115 suggestions from the SRTP was to cut service to Cliffside. Ridership numbers do not
116 have to be the only focus it can be another measurement. Many routes haven't
117 changed their timing in ten years, so dependability is starting to be a concern. Ninety-
118 eight percent of buses are making their transfers. However, the transfers being missed
119 are at consistent times because of the increase to congestion; some of the suggestions
120 listed address some of these reliability issues. Jody Kimball, Operations Manager,
121 talked about some of the suggestions in detail. The suggestions listed in the handout
122 were prioritized from an operations standpoint; the ones at the top are easier to
123 implement with the harder/bigger issues at the bottom. Three existing buses can be
124 used to expand some service. Some of the proposed suggestions might reduce service
125 to Millville. Todd Beutler said that they would speak with the Millville council about
126 this. Jeannie Simmonds commented that the board needs to decide if they are about

127 ridership or accessibility. Todd Beutler added that it could be a blend of both. Some
128 discussion about changes and funds for the service suggestions. Curtis Roberts said
129 that the route expansion suggestions have not been included in the current budget, but
130 rather as a smorgasbord of options to get the board’s direction. Board members asked
131 clarifying questions and had a discussion around the implications to the budget. Todd
132 Beutler clarified that a decision about route expansion doesn’t need to be made at this
133 moment; rather it was presented to give the board an opportunity to have a discussion,
134 think it over, and talk with their constituency. Jody Kimball added that he would
135 appreciate policy direction given by the board from an operations standpoint because
136 then staff can present service suggestions in line with those policies. Todd Beutler
137 said that the ends policy in the board policy manual could resolve this issue; if the
138 board feels it is clear enough direction then the staff can move forward with the
139 general manager’s interpretation.

140
141 10. Presentation of public engagement on route expansion – Jody Kimball, Operations
142 Manager: Operations is looking at adding a neighborhood to Route 6. They will be
143 passing out fliers in the neighborhood to engage the residents in an online survey
144 about whether they want service in their neighborhood. Roger Jones stated that it
145 sounded like a good approach.

146
147 11. Consideration for adoption General Manager’s interpretation of policy 2.7 – 2.9 –
148 Craig Wright, Board Member: Craig Wright asked for a motion to approve the
149 interpretations for policies 2.7, 2.8, and 2.9 (with changes as suggested by the PEP
150 committee). Lloyd Berentzen moved; Norman Larsen seconded (the changes as
151 suggested by the PEP Committee: changes to the 2.7 policy – the addition of “grant”
152 to the wordage of both the policy and interpretation; no changes suggested to 2.8; one
153 change to the 2.9 policy – the addition of “that support the District’s Ends Policy” to
154 the end of the first sentence in the policy). Opened to the board for discussion. No
155 discussion. Roger Jones called for a vote. Vote was unanimous.

156
157 12. Board Elections – Roger Jones, Board Chair: The policy is for the vice-chair to be
158 elevated to the position of chair for the next two years, so a new vice-chair needed to
159 be elected (who will also serve two years). Roger Jones asked for a motion to follow
160 their policy and elect Holly Broome-Hyer as the next chair. Lloyd Berentzen moved;
161 Cecelia Benson seconded. Vote was unanimous. Opened to nominations from the
162 board. Sue Sorenson nominated Craig Wright, Patrick Jenkins nominated Ron Natali,
163 and Erik Ashcroft nominated Shaun Bushman (who declined the nomination). Rodger
164 Pond moved to cease nominations; Dean Quayle seconded. Craig Wright elected by
165 majority vote.

166
167 13. Consideration of General Manager’s Compensation – Roger Jones, Board Chair: At
168 the most recent Executive Committee meeting, they discussed the performance of the

169 general manager and examined his responsibilities. Roger Jones briefly went over the
170 general managers list of responsibilities. Roger pointed out that in comparable peer
171 systems, CVTD succeeds performance in every category; the operating expense can
172 beat them all. The committee also looked at salary issues—the last elevation of salary
173 was in 2013; in 2016, he was awarded a superior performance lump sum, but other
174 than that, there has been no change to his salary at all. The committee’s
175 recommendation is that the general manager be given a superior performance lump
176 sum for an outstanding performance in 2018 in the amount of 2% of his current salary
177 and a salary increase of 2.5% beginning January 1, 2019. Holly Broome-Hyer moved
178 to approve the 2% superior performance lump sum and the 2.5% raise. Rodger Pond
179 seconded. Opened to the board for discussion. Jeannie Simmonds asked if this would
180 put the general manager’s pay at the top of the range or midrange. Erik Ashcroft
181 stated that the midpoint for Todd’s pay was \$109,000. Erik Ashcroft stated that Utah
182 State pays 10 percent below midpoint because workers were willing to work for less
183 to live in Cache Valley. Sue Sorenson and Holly Broome-Hyer asked Erik where he
184 was getting his information. Shaun Bushman said that the committee considered
185 where the general manager was at in his career and the fact that the range is based off
186 2013 data, so the range has probably shifted. Roger Jones called for a vote. Erik
187 Ashcroft opposed; everyone else was in favor. Motion passed.

- 188
- 189 14. Board Chair’s Report: No report.
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- 191 15. General Manager’s Report: The board requested that he look into the legality of the
192 surveys they have been conducting. As quoted from legal, “The Open and Public
193 Meetings Act only applies to meetings of the board which are defined as conveying of
194 a quorum of the board to deliberate or vote on matters under the board’s jurisdiction.
195 Because the individual surveying of the board members does not entail any of those
196 actions the polling was not a meeting and did not violate the act.” So the board is in
197 compliance with OPMA by continuing to do surveys on the interpretations or on
198 other things. Todd reminded board members about the board social on December
199 15—the staff will send out an email with additional details. Ron Natali added that the
200 interpretation for policy 2.10 has been moved to the December board meeting.
- 201
- 202 16. **Adjourn:** Board Chair Roger Jones adjourned the meeting.