Regular Board Meeting Minutes  
Cache Valley Transit District  
Wednesday, October 24, 2018  
5:45 pm  
Bridgerland Technical College  
1301 North 600 West, Logan, Utah  
Room 806/808

Present: Roger Jones, Glen Schmidt, Lieren Hansen, Holly Broome-Hyer, Ron Natali, Rodger Pond, Dean Quayle, Cecelia Benson, Craig Wright, Sue Sorensen, Shaun Bushman, Erik Ashcroft, Patrick Jenkins, Jeannie Simmonds, Lloyd Berentzen, Heidi Harper, Norman Larsen, and Lyle Lundberg

Excused: Jeff Turley

Others: Todd Beutler, Curtis Roberts, and Charise VanDyke

Regular Meeting Agenda

1. Call to order: Board Chair Roger Jones

2. Acceptance of Minutes: Roger Jones asked for a motion to approve the minutes and agenda. Craig Wright moved; Rodger Pond seconded. Vote was unanimous.

3. Approval of Agenda: Roger Jones moved the approval of the agenda with the minutes. Vote was unanimous.

4. Next Board Meeting: November 14, 2018 at 5:45 pm at BATC Main Campus

5. Questions and Comments for Management and Board (3 minutes or less): No questions.

Board Business


7. Presentation on marketing plan – Jeff Olsen, RUMOR Marketing: RUMOR uses both current and traditional marketing techniques; they look to create maximum engagement through an integrative and comprehensive approach. They view the relationship with their clients as a partnership. Two local companies that they’ve worked with are Visionary Homes and USU Credit Union. The culture of the audience plays a huge part in how they reach audience. The product itself is not what

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

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

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

9. Presentation of service expansion – Todd Beutler, General Manager: The service expansion suggestions presented were both ideas recommended in the Short Range Transit Plan (SRTP) and suggestions from staff. Todd Beutler stated that one of the things that they should have a discussion around is what policies the board wants to establish about ridership; staff felt resistance from the board when one of the suggestions from the SRTP was to cut service to Cliffside. Ridership numbers do not have to be the only focus it can be another measurement. Many routes haven’t changed their timing in ten years, so dependability is starting to be a concern. Ninety-eight percent of buses are making their transfers. However, the transfers being missed are at consistent times because of the increase to congestion; some of the suggestions listed address some of these reliability issues. Jody Kimball, Operations Manager, talked about some of the suggestions in detail. The suggestions listed in the handout were prioritized from an operations standpoint; the ones at the top are easier to implement with the harder/bigger issues at the bottom. Three existing buses can be used to expand some service. Some of the proposed suggestions might reduce service to Millville. Todd Beutler said that they would speak with the Millville council about this. Jeannie Simmonds commented that the board needs to decide if they are about
ridership or accessibility. Todd Beutler added that it could be a blend of both. Some
discussion about changes and funds for the service suggestions. Curtis Roberts said
that the route expansion suggestions have not been included in the current budget, but
rather as a smorgasbord of options to get the board’s direction. Board members asked
clarifying questions and had a discussion around the implications to the budget. Todd
Beutler clarified that a decision about route expansion doesn’t need to be made at this
moment; rather it was presented to give the board an opportunity to have a discussion,
think it over, and talk with their constituency. Jody Kimball added that he would
appreciate policy direction given by the board from an operations standpoint because
then staff can present service suggestions in line with those policies. Todd Beutler
said that the ends policy in the board policy manual could resolve this issue; if the
board feels it is clear enough direction then the staff can move forward with the
general manager’s interpretation.

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

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

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

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

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


15. General Manager’s Report: The board requested that he look into the legality of the
surveys they have been conducting. As quoted from legal, “The Open and Public
Meetings Act only applies to meetings of the board which are defined as conveying of
a quorum of the board to deliberate or vote on matters under the board’s jurisdiction.
Because the individual surveying of the board members does not entail any of those
actions the polling was not a meeting and did not violate the act.” So the board is in
compliance with OPMA by continuing to do surveys on the interpretations or on
other things. Todd reminded board members about the board social on December
15—the staff will send out an email with additional details. Ron Natali added that the
interpretation for policy 2.10 has been moved to the December board meeting.

16. Adjourn: Board Chair Roger Jones adjourned the meeting.

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