

**Regular Board Meeting Minutes  
Cache Valley Transit District  
Wednesday, November 14, 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, Dean Quayle, Cecelia Benson, Sue Sorensen, Shaun Bushman, Erik Ashcroft, Jeannie Simmonds, Heidi Harper, Norman Larsen, Jeff Turley, and Lyle Lundberg

*Excused:* Lloyd Berentzen, Craig Wright, Patrick Jenkins, and Rodger Pond

*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. Dean Quayle moved; Jeannie Simmonds seconded. Erik Ashcroft asked for corrections to be made to lines 181 – 183 of the October minutes. Vote unanimous.
  3. *Approval of Agenda:* Roger Jones moved the approval of the agenda with the minutes. Vote was unanimous.
  4. Next Board Meeting: December 12, 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**

6. Meet District employees: Mindy Spackman, Office Supervisor, spoke about her background and job responsibilities. She has been working with CVTD for nine years.
  7. Update from Washington D.C. – Tim Stewart, Government Relations: Roger Jones and Todd Beutler introduced Tim Stewart. Tim Stewart said that this is the third time he has worked with a Republican minority House. A divided government is historically the norm (a one party government across the board is far more rare).

43 From a transit and infrastructure standpoint, it is probably the most ideal situation  
44 they can have. CVTD is well perceived by the congressional delegation, as well as in  
45 other states; it's viewed as one of the best small urban transits in the country. The fact  
46 that CVTD remains zero fare sticks out in their minds. The District has built a good  
47 reputation in D.C. Going forward within the context of the infrastructure bill; the  
48 biggest challenge is the pay for. Those who will be the most well positioned will be  
49 those who can demonstrate the ability to leverage the federal dollars. Going forward,  
50 the District needs to have a potential match package lined up, whether those are funds  
51 in reserve or funds that the District may be able to acquire from the state. The time to  
52 ask for a 15 or 20 million dollar project is now. Jeannie Simmonds asked if the kind  
53 of major project that he sees an infrastructure bill funding would be the rapid transit  
54 extension up to Brigham City that Utah has been considering (and that CVTD could  
55 possibly connect to). Tim Stewart responded yes; CVTD could possibly piggyback  
56 off a UTA request, or something else, as an option. CVTD is not limited to one ask;  
57 they could ask for two or three projects (with a priority attached) knowing that they  
58 won't get them all.

- 59
- 60 8. Consideration of Tentative FY2019 budget – Curtis Roberts, Chief Financial Officer:  
61 Roger Jones reiterated the steps in the budget process; the board approves a tentative  
62 budget in November and a final budget in December. Board members had the  
63 opportunity to attend three different budget workshops. Roger asked the board if they  
64 wanted to review the budget again or how they'd like to approach it. Jeannie  
65 Simmonds stated that she feels like the board has talked about the budget a lot.  
66 Jeannie Simmonds moved that the board tentatively approve the FY2019 budget as  
67 presented. Dean Quayle seconded. Discussion about the marketing firm. Shaun  
68 Bushman said that he'd rather see the money go towards service than marketing.  
69 Roger Jones said that the more he thought about it, the more he thought that it might  
70 be a good experiment, something to try to help people realize the value and  
71 importance of riding transit when they can; he questioned it initially, but now he's in  
72 support of it. Jeannie Simmonds agreed with Roger and said that while ridership has  
73 been down, she'd think that this would be the focus of the marketing efforts (and a  
74 way to measure whether this initial effort is successful). Jeannie said that while the  
75 District might want to do everything in house, this might not always be the best  
76 approach. She used the example of USU—comparing the videos they did internally  
77 and those they hired out, they are night and day different; now they make the viewer  
78 want to go to USU because the videos are so good. She's hopeful that spending these  
79 funds will make the transit district front and center in more peoples' minds and help  
80 them realize the accessibility and usability of the system. Dean Quayle and Roger  
81 Jones both said that this was well put. Holly Broome-Hyer commented that marketing  
82 people understand the science behind it and how to target different people. Jeannie  
83 Simmonds added that it would not be a three-year commitment (rather a one-year  
84 agreement), so the board has the opportunity to see how the marketing firm does.

85 Todd Beutler commented that the marketing firm agreed that they should be able to  
86 move the needle on ridership and getting the name of the transit district out there (and  
87 what it is as far as a community asset) with definite metrics behind it. Cecelia Benson  
88 said that she'd felt the same way as Shaun until she'd looked at the previous  
89 companies that had hired the marketing firm and the phenomenal job they'd done for  
90 them; she added that public perception is as important as ridership and she supports  
91 them trying it out this year. Ron Natali added that he thinks the marketing plan is a  
92 good choice and a good move. Lyle Lundberg asked who the marketing people are  
93 trying to inform because people in the community know about the buses, as the buses  
94 are everywhere. Todd Beutler answered that one of the number one questions that  
95 staff still gets is how much they charge for a fare—the District has been zero-fare  
96 since 1992 (there are also people who comment that they didn't know that there was a  
97 bus system here). Todd added that they need to help the community understand that  
98 it's not just about getting people on the bus (although that is definitely one of the  
99 main goals); they want to communicate that individuals in the community know  
100 people who benefit from the bus, so they can understand how their tax dollars are  
101 being used. Roger Jones added that he's worked for a government association that's  
102 been around for 48 years and most people don't know what it is; additionally, most  
103 transit has marketing people on staff, the District doesn't. Dean Quayle asked if the  
104 marketing firm had started the process now. Todd answered that they will not start the  
105 marketing plan until January; last year's budget only authorized funds to redo the  
106 website and to get a marketing plan. Shaun Bushman stated that he's been convinced  
107 about the marketing plan being a worthwhile experiment. Norman Larsen motioned to  
108 remove the voter survey and the update to the preliminary plans for the new facility  
109 from the budget. Ron Natali said that as Tim Stewart mentioned previously, the  
110 District wants to be ready to try for federal funds for a new facility, so they need to  
111 know what the costs are. Todd commented that the cost estimates for the new facility  
112 plans are from 2010, so it's been several years. Roger Jones added that they want the  
113 voter survey done so that they can see if the marketing plan is working. Erik Ashcroft  
114 said that it doesn't make sense to throw away money on a new design. Ron Natali  
115 answered that it's not a new design; it's just bringing the design up to date on current  
116 standards and costs. Glen Schmidt commented that he agrees with updating the  
117 preliminary design plans, so that the plans are ready to present; they want to have an  
118 accurate estimate, so they don't underestimate and not ask for enough funds. Roger  
119 Jones called for a vote on the motion to delete the voter survey and the update to the  
120 preliminary plan for the new facility from the budget. Norman Larsen and Erik  
121 Ashcroft voted yes; all others voted no. Motion failed. Additional discussion about  
122 the new facility plans and the voter survey. Roger Jones called for a vote to approve  
123 the tentative budget for FY2019. Norman Larsen and Erik Ashcroft voted no; all  
124 others voted yes. Motion passed.

125

- 126        9. Service expansion recommendations – Todd Beutler, General Manager: Todd Beutler  
127        updated board members on the changes to the service expansion handout, such as the  
128        amount of time needed to implement a change. Board members can consider the  
129        different options, such as service to additional community events (which would need  
130        to be significant in nature and impact traffic). Roger Jones clarified that this list of  
131        possible service expansion recommendations are for the board members to think  
132        about and not for approval in the current board meeting.
- 133
- 134        10. Board Chair's Report: Roger Jones invited the board members to go to the Cache  
135        Valley Business Summit and gave them details about the event.
- 136
- 137        11. General Manager's Report: Todd Beutler reminded board members about the board  
138        social. Lieren Hansen updated the board on the efforts being made to get input from  
139        Millville about the possible change of service. Todd mentioned the possibility of  
140        doing a field trip in March or April to give the board an opportunity to tour the bus  
141        rapid transit (BRT) line that they have put in Utah County. UTA has committed to do  
142        that line zero fare for three years, as their main focus is to grow ridership and get  
143        people out of their cars.
- 144
- 145        12. **Adjourn:** Board Chair Roger Jones asked for a motion to adjourn. Dean Quayle  
146        moved.