Regular Board Meeting Minutes
Cache Valley Transit District
Wednesday, January 22, 2020
5:45 pm
Bridgerland Technical College
1301 North 600 West, Logan, Utah
Room 806/808

Present: Holly Broome-Hyer, Glen Schmidt, Mike Arnold, Abraham Verdoes, David Geary, Paul James, Lieren Hansen, Gregory Shannon, Sue Sorenson, Ron Natali, Jeff Turley, Lloyd Berentzen, Lyle Lundberg, Patrick Jenkins, Jeannie Simmonds, and Craig Wright

Excused: Cecelia Benson

Others: Todd Beutler, Charise VanDyke, and Curtis Roberts

Regular Meeting Agenda

1. Call to order: Board Chair Holly Broome-Hyer

2. Acceptance of Minutes: Holly Broome-Hyer asked for a motion to approve the minutes and agenda. Patrick Jenkins moved; Craig Wright seconded. Vote was unanimous.

3. Approval of Agenda: Holly Broome-Hyer moved the approval of the agenda with the minutes. Vote was unanimous.

4. Next Board Meeting: February 26, 2020 (*note: February board meeting canceled, next board meeting March 25, 2020)

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

Board Business

6. Board Business:
A. Recognition of outgoing Board Members – Holly Broome-Hyer, Board Chair:
Holly Broome-Hyer recognized board members who have left the board, Roger Jones and Shaun Bushman, and presented them with a plaque commemorating their years on the CVTD board. Roger Jones not present.

Approved 03/25/2020
B. Swearing in of new Board Members – Curtis Roberts, Director of Administration:
The new board members—David Geary, Paul James, Abraham Verdoes, and
Mike Arnold—introduced themselves. Curtis Roberts swore them in.

7. General Manager/Staff Reports:
A. Update on LOOP operations – Jody Kimball, Operations Manager: The LOOP
started operations on January 6. The launch went very well. Staffing has been
adequate, but will be an ongoing challenge. Overall things are going well. The
negative feedback has mostly been about the reduction of service on Route 1 and
the LOOP not having a schedule. The most difficult aspect has been spacing the
buses to deliver on the promise of fifteen-minute service; they are still making
improvements. The next few months, staff will be gathering data to find root
problems and identify solutions. Overall, there hasn’t been as much input as
expected (both bad and good and most input has been anecdotal). Ridership
numbers will drop because there will be less transfers; it will take some time to
see how the numbers adjust. Education will take a while; people are still figuring
out how to use the service—the LOOP increases the possibilities to create a trip
and ways to make it more convenient. Crush loads are changing along USU
(crush loads are anything over 65 people on a bus). As time goes on hopefully the
loads will continue to redistribute during peak times, so that the ride is more
comfortable and convenient to USU. Patrick Jenkins asked if the service could be
pushed out to March, or if fewer buses could be run, because of the inversion.
Lieren Hansen commented that the frequency of the buses encourages people to
use the service instead of driving in their cars. Sue Sorenson added that it is a
great time for the service to get more people off the road. Glen Schmidt seconded
what Sue said and added that more use of the service means the inversion is not as
bad; people also need to have time to adjust to the new service. Lloyd Berentzen
commented that he has many clients (for the health department) using the new
service and liking it. Some discussion about other measurements besides ridership
like trip length or duration. The LOOP routes just launched so it will take time to
get data.

B. Quarterly service report – Todd Beutler, General Manager: Todd Beutler
presented the 2019 year-end quarter service report. “Roadcalls” are now called
“majors” and the definition has changed. Some discussion about late trips. The
increase in late trips could be a formula error. *note: Late trips were redefined;
less time is considered “late” leading to their increase.

C. Utah Transit Transportation Investment Fund application – Todd Beutler, General
Manager: A year ago legislature created a new fund for capital projects (buses,
facilities, etc.); funds rest at UDOT. The fund requires a forty percent match and
the applicant has to demonstrate that they have the ongoing revenue to sustain the

Approved 03/25/2020
The District submitted two applications; one application was for replacement buses (to replace the buses being used on the LOOP that had met their useful life), the other for a facility. There is no set time for when the District will hear back. It’s a new funding source and a statewide pot, so it is competitive.

D. National legislative update – Todd Beutler, General Manager: The board chair and general manager will be going to D.C. at the end of February, so they will be gone for the February board meeting. The District won a silver Davey Award for the website. It’s an award that represents David versus Goliath—or smaller “creative Davids” who compete well with entities with huge budgets. It’s an international competition judged by the Academy of Interactive and Visual Arts with panel members from companies such as Conde Nast, Disney, Microsoft, etc. Rumor Advertising submitted the application for the Davey Award. The District has heard a lot of positive feedback about the website; one of the challenges now is that the traffic to the website has gone up so much that the load times have slowed down.

8. Board Chair Report:
   A. Update on LOOP ribbon cutting event – Holly Broome-Hyer, Board Chair: Holly Broome-Hyer expressed her appreciation to all of the board members who were able to attend. The speakers were Mayor Daines, Jeannie Simmonds, Craig Buttars, and Todd Beutler; a ribbon cutting followed, as well as a ride on one of the LOOP buses. Holly asked Lloyd Berentzen to replace Roger Jones on the Board Executive Committee.

9. Adjourn: Board Chair Holly Broome-Hyer adjourned the meeting.