

1 **Regular Board Meeting Minutes**
2 **Cache Valley Transit District**
3 **Wednesday, September 23, 2015**

4 **5:45 pm**

5 **Bridgerland Applied Technology College**
6 **1301 North 600 West, Logan, Utah**
7 **Room 840**

8
9 *Present:* Erik Ashcroft, Alma Leonhardt, Rodger Pond, Jeannie Simmonds, Joy Reyes,
10 Sue Sorenson, Glen Schmidt, Ron Hornsby, Holly Broome-Hyer, Craig Wright, Shaun
11 Bushman, Norman Larsen, Patricia Cronin, Doug Thompson, Tom Hogan, and Heidi
12 Harper

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14 *Excused:* Sallie Petersen, Roger Jones, and Ron Natali

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16 *Others:* Nathan Coats, Curtis Roberts, and Ivy Thomson

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18 **Regular Meeting Agenda**

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20 1. Call to order: Board Chairman Doug Thompson
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22 2. *Acceptance of Minutes:* “Board Meeting times” on line 135 will be edited to “Board
23 committee meeting times”. Shaun Bushman moved to approve the August minutes.
24 The motion was seconded by Tom Hogan. The vote was unanimous.
- 25
26 3. *Approval of Agenda:* Sue Sorenson moved the approval of agenda and Rodger Pond
27 seconded. The vote was unanimous.
- 28
29 4. Next Board Meeting: October 28, 2015 at 5:45 pm. This meeting will include a
30 public hearing on fare policy and a presentation by the Oversight Committee.

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32 **Board Business**

- 33 5. Report from Aurora Hughes Villa, District Arts Coordinator, Cache County School
34 District: Art in Transit is now going into its fifth year. Aurora introduced Keisha
35 Cepeda, the 2015 winner of the high school “Bringing Communities Together” bus
36 wrap contest, and presented her with her winning certificate. Her overall goal for the
37 Art in Transit program is “Art made by children in public places.” Children work
38 with visiting artists to create art for placards placed inside the buses, and host their art
39 in public galleries. Over the years she has acquired grants from national and local
40 institutions such as the Crayola Champion Creatively Alive and Utah Division of Arts
41 and Museums Artist Project grants. The program has been featured in national
42 publications. The bus wrap is featured at Summerfest, and Keisha’s design attracted

43 more visitors than ever before. CVTD is partnering with the Bear River Health
44 Department for a new bus wrap theme of “Share the Air”. Cache County School
45 District received the 2015 Sorenson Legacy Award for Excellence in Arts Education
46 specifically for the Art in Transit program.
47

48 6. Video and personal presentation from Brittany Cox, Ms. Wheelchair Utah 2012,
49 regular user of CVTD, and her husband Richard Cox: Seventeen years ago, Brittany
50 was in a car accident here in Logan. Her best friend died, and she was severely
51 injured. She wasn’t supposed to live. After a year in the hospital, she moved to
52 Sunshine Terrace for five years and expected to die there. Her stepmom arranged for
53 her to use the Call a Ride service. In 2005 she left the Terrace and lived on her own.
54 The fixed-route and call-a-ride services became a part of all that she did. She was
55 grateful for transit to get around. She had never thought she’d be able to live on her
56 own, but transit enabled her independence as she didn’t need to depend on anyone
57 else. She was able to function, have confidence in her disability, and have vision for
58 her life. Since getting married, Richard takes her around town some, but now that she
59 has started school at Utah State, she uses the bus every day. The drivers are kind and
60 helpful, and she talks with them when she sees them around town. “It has been a
61 huge impact in my life.” “It helps that it’s free. Especially when I was living on my
62 own and was on a very fixed income.”
63

64 7. Video presentation from Mary Ann Nelson, key member of citizens group that started
65 transit in Cache Valley: She was relentless in keeping things moving forward. An
66 initial county-wide vote to join UTA didn’t pass, but the citizens group realized that
67 the city could probably do a better job forming their own transit district. In the video,
68 she states, “We wanted this to be a service that Utah State University students could
69 utilize, and they’ve been one of the biggest benefactors of the system...I live in Salt
70 Lake City right now, and I hear people comment about that. ‘Oh our kids are so lucky
71 to be able to use public transportation’.” The video clip ended with Dwight Davis,
72 Assoc. Vice President of Business and Finance at Utah State University. He said,
73 “We see CVTD as critical to the future development of Utah State University and to
74 Cache Valley as a whole...transportation is a critical concern, particularly as we
75 continue to grow our parking becomes more and more limited. And the bus system is
76 helping us meet our overall transportation and parking needs.” Doug commented that
77 Mary Ann thought the bus system would help reduce traffic congestion in the valley.
78 Her brother was concerned about air quality, and that was before the issue of PM2.5
79 was widely known.
80

81 8. Review of Board By-laws by Sue Sorenson: The PEP committee appreciates the
82 edits that Joy contributed, and the concerns raised by Erik. Sue reviewed Erik’s
83 concerns, and asked Board members to get any additional concerns, questions, and
84 suggestions to Ivy. The next PEP Committee meeting will be October 14th at 5:30 pm

85 at Ellis Elementary, and legal counsel will attend to help clarify concerns. Sue
86 invited the Board to attend. The PEP committee will review in October and will
87 present the bylaws to the Board for a vote in October. Clarifying concerns, a 2/3
88 majority vote is required to change the fare instead of a simple majority because of a
89 requirement in Utah Code. Legal counsel is verifying the standard length of notice to
90 the general manager before removal. The Chairman is responsible for notifying cities
91 of expiring Board terms. Wording for reelection and removal of officers will be
92 clarified.

- 93
- 94 9. Oversight Committee Report: Oversight will prepare a report for next month. The
95 Board will hold a public hearing on fare policy in October. To find out how the
96 public feels about fare policy and CVTD, the company FM3 was hired to conduct
97 another survey of registered voters. The results will be available next month. Ivy
98 will email the survey template to the Board. Rodger Pond reviewed Management's
99 Budget Goals for 2016, and explained that the Oversight Committee and Budget and
100 Audit Committee reviewed the goals. If Board members have any questions or
101 concerns about the goals, let Doug, Curtis or Rodger know.

102

103 **10. General Manager Report**

- 104 A. The five new buses have begun service. They are 40 feet long and are numbered.
105 They have digital displays for route numbers on the back to help riders.
- 106 B. New maps are out, and we have 10,000 in stock.
- 107 C. Management are selling the five oldest buses. Buses should be off CVTD
108 property by the end of October. If the proceeds are more than \$5,000 per bus,
109 they will be allocated towards capital projects.
- 110 D. On October 1st, CVTD will publish GPS data for app developers. This release
111 will be announced on our website.
- 112 E. A list of Board Terms has been provided in the Board packet. Management has
113 letters available for Board members to use as templates for them to take to their
114 mayors. Questions may be directed toward Doug, Curtis and Ivy. Management
115 will fix Jeannie's name on the sheet. Management will send the Board the
116 website for Board training. Board members should email Ivy with any documents
117 recording they've had training.

- 118
- 119 11. Questions and Comments for Management and Board (3 minutes): Joe Tennant
120 commented that buses taking students to campus are so full they are standing room
121 only. Joe thinks that is marvelous. That is his vision for the bus system, and that is
122 the incentive for no fare, is that people would use it as much as they want.
123 Establishing a fare would lose riders. He would love to see every bus as packed as
124 the standing-room only buses. It would be good for the county, air quality,
125 transportation funding and roads, snow plowing, and cities. Public transportation is a
126 quality of life issue, and Cache Valley Transit District is a fantastic bus system. It is

127 run well, reliable, and is accessible. We learned from Nelson/Nygaard that ridership
128 would drop by a percentage in the high 30s if we establish a fare. That is not the way
129 we want to go.

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131 12. **Other Considerations:** None.

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133 13. **Adjourn:**

134 Doug Thompson asked for a motion to adjourn. The vote was unanimous.