

1 **Regular Board Meeting Minutes**  
2 **Cache Valley Transit District**  
3 **Wednesday, January 26, 2022**  
4 **5:45 pm**  
5 **Logan City Hall**  
6 **290 North 100 West, Logan, Utah**  
7 **City Hall Conference Room**

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10 *Present:* Holly Broome-Hyer, Cecelia Benson, Shaun Bushman, Patrick Jenkins, Terrie  
11 Wierenga, Ron Bushman, Paul James, Glen Schmidt, Jeff Turley, Abraham Verdoes,  
12 Mike Arnold, David Geary, Gregory Shannon, and Jeannie Simmonds

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14 *Excused:* Sue Sorenson, Mary Barrus, Lieren Hansen, and Lyle Lundberg

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16 *Others:* Todd Beutler, Charise VanDyke, and Curtis Roberts

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18 **Regular Meeting Agenda**

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20 1. *Call to order:* Board Chair Patrick Jenkins  
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22 2. Pledge of Allegiance  
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24 3. *Acceptance of Minutes:* Patrick Jenkins asked for a motion to approve the December  
25 minutes. Dave Geary moved; Paul James seconded. Vote was unanimous.  
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27 4. *Approval of Agenda:* Patrick Jenkins asked for a motion to approve the agenda.  
28 Shaun Bushman moved; Dave Geary seconded. Vote was unanimous.  
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30 5. Next Board Meeting: February 23, 2022  
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32 6. Questions or comments from public: No questions or comments.

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34 **Board Business**

35 **7. Board Business:**

- 36 A. Recognition of past Chair, Craig Wright – Patrick Jenkins, Board Chair: Craig  
37 Wright has served on the Board since 2015 and was the Board Chair from 2020 to  
38 2021. Patrick Jenkins thanked him for his service on behalf of the Board.  
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40 B. Consideration of updated Disadvantaged Business Program – Jeff Turley, Policy  
41 Committee Chair: The Policy Committee got together and discussed the  
42 Disadvantaged Business Enterprise (DBE) program. The program gives DBE

Approved 02/23/2022

43 businesses more opportunities to participate with transit and fulfills a requirement  
44 by the FTA. The Policy Committee went through the policy with a checklist and  
45 asked several questions to make sure it was in compliance. After this review, the  
46 Policy Committee determined that the policy is in compliance. Jeff Turley moved  
47 that the Board approve the DBE policy. Gregory Shannon seconded. Vote  
48 unanimous.

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50 C. Update on new facility – Dave Geary, Facility Committee: The efforts that the  
51 consultants have gone through to gather feedback from employees is impressive  
52 and will make for a better product. The staff entrance has a covered area outside  
53 for breaks. The building includes two types of materials; the administration area is  
54 metal and the rest is concrete tilt up. Discussion about the building. There is a  
55 little over 100 thousand square feet. Bus storage and the bus wash is in the rear of  
56 the building; the bus wash includes a bypass lane, so the bus doesn't have to go  
57 into the wash. The small exterior building is where they do fueling. The building  
58 is designed to be forward looking about what other technologies are on the  
59 horizon. The infrastructure will be in place to include different technologies to be  
60 implemented at a future date (like solar). About half of the property is reserved to  
61 do a training course in the future. The environment, including snow and wind,  
62 have been taken into account in the design.

63  
64 D. Presentation by RUMOR on 2022 public outreach themes – Gregory Shannon,  
65 Public Outreach Committee Chair: The Public Outreach Committee has been  
66 working with RUMOR on the themes for the upcoming year; Andres Ramos will  
67 be presenting on those themes. Keeping with the community impact theme,  
68 they've come up with a couple areas of focus for 2022. The 2021 themes were  
69 access to transit and quality of life (traffic congestion and air quality). The 2022  
70 theme concepts are impact on the local economy and transit and the workforce;  
71 both will continue with the "connect" theme. There are some exciting concepts to  
72 explore for impact on the local economy. Studies show that for every 1 dollar  
73 invested in transit there are 4 dollars generated in economic returns in the  
74 community. The focus of this theme is how transit is an economic engine in the  
75 economy. As passengers take trips, transit enables economic activity to happen.  
76 Other messaging concepts for the local economy include connection and  
77 proximity to local businesses, recreation, Downtown Logan, USU campus, and  
78 other everyday economic activity (such as auto repair and shopping for groceries  
79 and clothes). One statistic for the transit and the workforce message is that 87  
80 percent of public transportation trips benefit the economy by getting people to  
81 work and also connecting them to businesses. CVTD also employs people in the  
82 valley. There's a lot of growth happening in Cache Valley—transit is a selling  
83 point for recruiting talent to Cache Valley. Because of the connection to  
84 employment and the zero fare, there is a positive impact on household budgets.

85 Overall, some of the messaging concepts could be: connection to employment,  
86 quality of life (ex. recruiting talent), cost of living and employment (ex.  
87 household budget). Additionally, there could be messaging about the employer  
88 and community connection and how CVTD employees affect the economy. It  
89 comes down to deciding what the important themes are and what people want to  
90 know. Discussion about messaging. The statistics used have been national (a mix  
91 of urban, suburban, and rural numbers), but Rumor is working with the District on  
92 getting more local data.

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94 **8. General Manager/Staff Reports:**

95 A. The legislation session has started. Bills that might impact the District are being  
96 followed. COVID could again impact service delivery. Jody Kimball and the rest  
97 of the team have been doing a great job in navigating the impacts illness has had  
98 on providing service. Rumor has put together a video that showcases working for  
99 the District, as told by employees (unscripted). The video is centered on “why do  
100 you like working at CVTD” and will be pushed through social media.

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102 **9. Board Chair Report:**

103 A. The Policy Committee finished their monitoring report on the general manager’s  
104 performance in December. It was submitted to the Executive Committee and the  
105 performance recommended a raise; the Executive Committee approved a raise of  
106 three percent. He and Todd attended a mayor training meeting; Todd presented on  
107 the benefits and values that CVTD offers the broader community. The Executive  
108 Committee also met with the board committee chairs to discuss where they want  
109 to go over the next few months.

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111 **10. Adjourn:** Board Chair Patrick Jenkins adjourned the meeting.