

1 **Regular Board Meeting Minutes**  
2 **Cache Valley Transit District**  
3 **Wednesday, October 23, 2024**  
4 **5:30 pm**  
5 **Logan Library**  
6 **285 N. Main St., Logan, Utah**  
7 **Community Room A**  
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10 *Present:* Lieren Hansen, Flor Estrada, Shaun Bushman, Mike Arnold, Glen Schmidt, and  
11 Ron Bushman  
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13 *Excused:* Patrick Jenkins, David Geary, and Jeff Turley  
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15 *Others:* Todd Beutler, Curtis Roberts, and Kari Thomas  
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17 **Regular Meeting Agenda**  
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- 19 1. *Call to order:* Vice Chair Lieren Hansen  
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21 2. Pledge of Allegiance lead by Shaun Bushman  
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23 3. Consent Agenda: Vice Chair Lieren Hansen asked for a motion to approve the  
24 consent agenda. Shaun Bushman moved; Mike Arnold seconded. Vote unanimous.  
25 A. Approval of Agenda  
26 B. Acceptance of Minutes – September 25, 2024 & October 9, 2024  
27 C. Next Board Meeting – November 20, 2024 at BTECH Room 840  
28  
29 4. Public comments: No questions or comments.  
30

31 **Board Business**  
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33 **5. Board Business:**

- 34 A. Presentation on rebrand and outreach – Andres Ramos, RUMOR Advertising:  
35 Public not certain what CVTD stands for, rebrand is modern, simplifies message,  
36 has longevity. Todd mentioned that the rebrand had already made an impression  
37 on several people he’s spoken with. The website rebuild needed to make it easy to  
38 find what you want, have less click throughs, be fast, optimized for mobile, and  
39 be ADA compliant. There are some great numbers so far; time spent on the  
40 website has been reduced by about 32 percent. We are working on pushing the  
41 app (as it’s more mobile friendly). Lieren spoke about using the bus and the app  
42 to get to the USU game on Saturday, which was easy and perfect to use. Shaun  
asked if the decrease in website use was because of an increase in app use –

Approved 11/20/2024

43 Andres said that we are getting a significant number of app downloads if you look  
44 at year over year data. Discussion on digital advertising and how often it gets  
45 seen. Social media is seeing an increase in clicks and shares. Shaun asked about  
46 how quickly delays and detours are updated. Todd discussed how close to real-  
47 time we are on the website and app and how you have the option to get alerts for  
48 your favorite routes.

49  
50 B. Presentation of potential expanded service – Todd Beutler, CEO\General  
51 Manager: As urban sprawl increases the District is looking at transfer points  
52 where people could transfer from a county route or even from Brigham City to  
53 one of the Loops. We will be completing surveys and interacting with the public  
54 to see what the need is and what the public is looking forward to. There was  
55 discussion of if there is a need to collaborate with UTA. Mike commented that  
56 this would be something UTA would be interested in looking at to connect the  
57 whole Wasatch Front. Flor asked about service to Tremonton; bus service to  
58 Brigham City connects you with larger transit systems whereas Tremonton  
59 connects you to an even smaller area. Lieren asked about bus safety if we did run  
60 service to Beaver Mountain and asked about what the options are. Todd explained  
61 that if we opted to consider that, we would do more research about the best bus  
62 and safety options. Discussion about Route 12. The District feels that there is  
63 sufficient budget to increase Route 12 service by increasing frequency (turning an  
64 hourly service into a 30-minute service). Possible implementation in August.

65  
66 C. Discussion of FY 2025 Budget – Curtis Roberts, Administration Director:  
67 Discussed how sales tax has been trending lower. We haven't received the  
68 projection from the governor's office but for now we assume it will stay flat from  
69 2024-2025. Expanded service is already included in the proposed budget.  
70 Operating revenue is less than expenses. Discussion on grants. Grants have set  
71 rules on how and when they can be spent. Discussion on bus purchasing. There's  
72 not much bus purchasing in 2025. Discussion about the facility. Funds from the  
73 sale of our current facility would be restricted funds that can't be used without a  
74 project.

75  
76 D. Consideration of FY 2025 employee benefit package – Curtis Roberts,  
77 Administration Director: We are looking at about a 5 percent increase in overall  
78 expense for our employee benefit package, so management is proposing that we  
79 keep it the same as it currently is. Employees who opt for the traditional plan (vs  
80 the high deductible plan) will see an increase in their monthly premiums. Lieren  
81 Hansen asked for a motion to approve the FY2025 employee benefit package.  
82 Glen Schmidt motioned; Shaun Bushman seconded. Vote unanimous.

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- 84 E. Consideration of revised agency safety plan – Curtis Roberts, Administration  
85 Director: Multiple employees were involved in the revision of the agency safety  
86 plan. Specific language was added into the plan to address infectious disease,  
87 which was the only Triennial Review finding that we had. A new safety table was  
88 added with new statistics; the District benchmarks really well against peer  
89 systems for safety statistics (the District only has about 1 injury per 500,000  
90 miles). Lieren Hansen asked for a motion to approve the revised agency safety  
91 plan. Ron Bushman motioned; Mike Arnold seconded. Vote unanimous.  
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- 93 F. Recognition of employee anniversaries – Lieren Hansen, Board Vice Chair:  
94 Employee anniversaries include 6 years for Trevor Silva (dispatcher), 5 years for  
95 Jared Hall (lead maintenance technician), and 5 years for Brad Nelson (IT).  
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- 97 6. **Adjourn:** Board Vice Chair Lieren Hansen adjourned the meeting.