

May 8, 2019
Hood River County Transportation District
Board of Directors Meeting
407 Portway Ave #300
Hood River, OR 97031

Board Meeting Attendees: Mark Reynolds, Leticia Valle, Marbe Cook, Teresa Ocampo, and Leanne Hogie.

Absent: Rob Brostoff; Jake Bolland

Staff: Patty Fink, Ty Graves, and via phone Teresa Gallucci of Our Team Accounting;

Others: Tom Lehmann, Kerry Kobb, Sarah Lembcke, Elle Ossello, Susan Raulston, and Kathy Fitzpatrick.

Leanne Called meeting to order at 8:00.

Approvals of Minutes:

Leticia calls the motion to approve minutes from March. Mark seconds the motion. The motion is approved unanimously. Leticia calls the motion to approve minutes from April. Mark seconds the motion. The motion is approved unanimously.

Blue Collar Advertising Presentation:

Blue Collar presents their marketing campaign in abridged version. Showing the two redesign options and laying the foundation for the marketing campaign to come.

Board Votes for the 2 Marketing options:

Leticia: Option One

Mark: Both but Option Two more

Teresa: Option One

Marbe: Both But Option Two more

Leanne: Option One

Decision is to go with option one and potentially incorporation elements of option two. Blue Collar plans to launch the campaign June 1-15th.

Director's Report

Trolley: Patty gives a brief overview of the upcoming summer Trolley. The city committed to funding the weekend trolley service with Providence also funding the last 2 weekends of June. Weekend trolley service will begin on June 15th.

ODOT/CGE: Discussed the memo to ODOT regarding CGE takeover and integration. CAT does not want to do Multnomah Falls.

19.05.01: Leticia calls the motion to approve 19.05.01. Teresa seconds the motion. The motion is approved unanimously.

Expansion bus storage/stops: Discussion about potential new bus storage and stop locations. Piece of land adjacent to CAT is now for sale again. Cascade locks also might have potential storage/bus stop/parking area near airport or old railway. Leanne Proposes forming a subcommittee to look at bus stop locations. Also discussed potential locations in Hood River for regional hub, Barman site, lot 100 and property next to CAT were all discussed as options. Briefly discussed "Vision Around The Mtn" and highway 35 project.

Ridership: Ty presented the ridership numbers. Feb and March were lower due to snow, but April was strong. Ridership on the City Route, Upper Valley and Portland routes have been particularly good.

Move Board Meetings: Brief discussion of moving the board meeting to the 3rd Tuesday or Thursday of the month so they can get a better idea of the financials and ridership for each month.

Staff/Board Pick nick: Chatted about potential dates for another board/staff pick nick or other event. Board decided that Sunday July 14th was the best option for everyone. No location or time was decided on but Leanne offered to host at her house again.

Motion to close meeting is made by Leti at 10:34am, Teresa seconds the motion and board agrees unanimously.