

**Tuesday July 16,2019**

**Hood River County Transportation District  
Regular Meeting of the Board of Directors  
224 Wasco Loop, Board Conference Room  
Hood River, OR 97031**

**9am – 11am**

*Please call 386-4202 if you are unable to attend.*

**Agenda**

- 1) Call Meeting to Order (9:00am)**
- 2) Approval of Minutes (June Minutes)**
- 3) Marketing Update (Attachment #1 Marketing & Event Strategy)**
  - a) Presentation by Kerry Cobb
  - b) Discussion on Marketing Effort
- 4) Director's Report (9:30am)**
  - a) Ridership (Attachment #2 June Ridership)
  - b) Hwy 35 (Attachment #3: Hwy 35 Option & Strategy)
- 5) Old Business**
  - a) Committee Updates
    - i) Parking Committee
    - ii) Facilities and Transfer Center
  - b) Board Stairwell Speech
- 6) New Business**
  - a) City/CAT goals
    - i) How to move forward
  - b) Medium Size Bus Purchase
- 7) Meeting Adjourned (10:00am)**