

Tuesday, February 18th, 2020

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

9am – 11am

Meeting Minutes

Board Meeting Attendees

Board Members: Leanne Hogie, Marbe Cook, Leti Valle, Mark Reynolds, Rob Brostoff, Lara Dunn, Jake Bolland

Public: Teresa Gallucci (Our Team Accounting)

Staff: Patty Fink, Amy Schlappi

Leanne Hogie called the February Board of Directors meeting to order at 8:58AM and welcomed all attendees.

Approval of Minutes

Leanne Hogie asked the Board of Directors to review the January 21st, 2020 meeting minutes. Mark Reynolds made a motion to approve the January minutes as presented, the motion was seconded by Rob Brostoff and unanimously approved by the Board.

Director's Report

Ridership: Patty Fink described the new format of how ridership will be presented due to how driver routes were changed in January. In the new format, each driver route was broken down by showing the number of riders attributed to each service (i.e. City Route, Upper Valley, etc.) per route. The goal is to provide clarity and show boarded riders per service hour. At this time CAT has not received the official ridership numbers from Mt. Hood Meadows, but anecdotally the busses are full on a regular basis. The Columbia Gorge Express which serves The Dalles, Cascade Locks, Multnomah Falls, and Portland is seeing over a hundred riders per weekend. DAR is higher than the Hood River City Route due to the snow events experienced in January.

- ❖ Leanne Hogie asked for the number for total riders to be included in the ridership documentation.
- ❖ Staff is working on additional metrics for the Board to review each month.

GORge Pass Update: Patty Fink summarized the current status of the GORge pass, by highlighting:

- Passes started being sold officially on February 4, 2020.
- CAT is meeting the daily target of 33 passes sold per day. Goal is to sell \$300k in GORge passes in the first 18 months.
- Locally the GORge pass has been marketed through several different channels including targeted paid social media, newspaper ads, radio, the Gorge Current and at the movie theaters.
- Working with representatives from Washington and Oregon by tying the GORge Pass into broader regional goals (i.e. climate change) and advocating for public transportation funding in the Gorge.
- Kerry Cobb has been doing a large amount of project management.
- GORge Pass holders have access to discounts from local businesses. Additional discounts will be added as we continue to work with Visit Hood River.
- ❖ At the April Board Meeting the Board will discuss if the introductory rate of the GORge Pass should be extended and if a Family Pass should be created.

Columbia Gorge Express Marketing Update: Patty Fink updated the Board on the Columbia Gorge Express marketing effort, by highlighting:

- STIF Discretionary grant funds are funding GORge Pass marketing efforts.
- A marketing consultant based in Portland has been hired to help with the Portland marketing campaign.
- Mt. Hood Meadows will be helping market the GORge Pass and Columbia Gorge Express per the agreement.

The group spent a large amount of time discussing regional and local marketing efforts and presentations/engagements that staff has identified as good opportunities for board members to attend or speak at.

City of Hood River Bus Stops Update: Patty Fink described the January 31st meeting she attended with Amy Schlappi at the City of Hood River to discuss the Trolley Summer 2020 program and Bus Stops. The City of Hood River wants to be a good partner with CAT and working on a downtown parking initiative. During the meeting different stop options in Downtown Hood River and the Heights were discussed as well as different ways the City of Hood River could participate in the Trolley Summer 2020 program. A final strategy should be created by the CAT Board and presented to the City Council.

- ❖ Subcommittee (Rob, Leanne, Lara) will discuss and decide what the specific ask should be to the City of Hood River. Group will arrange a meeting with the City of Hood River to discuss the different stops.

Old Business

Financial Overview: Teresa Gallucci provided an overview of the January financials, by highlighting:

- Grant receivables have been recorded for Q2. Money will be deposited in the next month or so.
- CAT has exceeded budget revenue by \$95K.
- Fuel costs were \$20k more than last year, but \$40K less than budgeted.
- Driver wage costs were more than last year, but \$12k less than budgeted.
- For Net income, CAT was negative by \$21k, but when Capital purchases were removed, they were positive by \$600k.

The group had a large discussion surrounding Federal and State funding that CAT has received. The Board agreed that there was no need to have Teresa Gallucci attend every monthly Board meeting but instead attend on a quarterly basis.

Patty Fink let the Board know that Oregon State asked about payroll accounts from 2016. The Quarterlies did not tie up with the W2. Teresa is working on solving the issue, the documentation has been located and she is working on figuring out the details.

Amy Schlappi reminded the Board that the Budget Committee meetings have been scheduled for April 29th and May 13th at 4PM.

- ❖ Amy Schlappi will reach out to Teresa Ocampo to ask if she would like to be the part of the Budget Committee and potentially serve as chair.
- ❖ During the March Board meeting members will discuss the Board budget goals for the next year which will be included in the budget message and be given to the budget committee.

New Business

Upcoming Events: Patty Fink and Amy Schlappi described different ways that the board can get involved. The Board suggested that a Marketing committee could be a useful way to help ensure branding is on point by having regular Board member input. Jake Bolland, Leti Valle, Rob Brostoff and Leanne Hogie expressed interest in being part of this committee.

Board Meeting Time and Day: Due to a couple of scheduling conflicts for different Board members the Board decided to move the Monthly Board Meetings from the third Tuesday every month. Mark Stephens made a motion to move the Monthly Board of Directors meeting to every third Wednesday at 3pm starting in March, the motion was seconded by Rob Brostoff and unanimously approved by the Board.

Public comments: No public comments were made.

At 10:50 AM, Rob Brostoff made a motion to adjourn the meeting, this was seconded by Jake Bolland and unanimously approved by the Board.